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FOR IMMEDIATE RELEASE

## **Callstats.io Raises \$3 Million to Expand its Analytics Service for WebRTC Multimedia Communications**

WebRTC Analytics Company Makes Communications Frictionless and Easy to Set Up, Operate and Scale

**Helsinki, Finland – (September 6, 2016)** – Callstats.io, the industry leader in Web Real-Time Communications (WebRTC) analytics, today announced \$3 million in financing to accelerate the development and growth of its monitoring and management platform for WebRTC-powered audio and video communications. Silicon Valley-based True Ventures led the Series A funding round, which also included funding from seed investor Lifeline Ventures. Om Malik, partner at True Ventures, will join Callstats.io's board of directors.

Callstats.io is a Software as a Service product that provides performance monitoring and management to real-time media communication applications. The product enables service providers to identify end-users who are experiencing poor media quality and diagnose performance issues. The information is used by product managers and engineers to improve quality of experience and proactively resolve potential bottlenecks. Customer service departments also use Callstats.io to resolve reported issues.

Varun Singh, founder and CEO of Callstats.io, said, "We believe WebRTC will be adopted by more than twenty thousand companies in the forthcoming years. Video content is already the majority of the internet traffic, and we see this growing with the addition of real-time communications and live streaming. With this new round of investment, we aim to serve the rapidly growing communications market by offering industry-leading solutions for monitoring and managing deployments in real time. We welcome True Ventures as an investor in the company."

Om Malik, partner at True Ventures, said, "WebRTC has the potential to revolutionize communications and the web by being so frictionless. The sophisticated monitoring and diagnostics such as those developed by Callstats.io are only going to improve and enhance the opportunities brought forward by this new approach to communications."

Petteri Koponen, founding partner at Lifeline Ventures, said, "The service has already attracted more than 100 companies which is a testament to the awesomeness of Callstats.io's product. We are happy to invest again."

Callstats.io's Series A funding round comes eighteen months after getting the seed funding from Lifeline Ventures. In the past year, the company has focused on enhancing the product and meanwhile integrating with several WebRTC Software Development Kit (SDK) and Platform as a Service (PaaS) providers to extend its reach to a wider audience. Consequently, Callstats.io

has received several industry accolades including being selected as a Cool Vendor in Unified Communications 2016 by Gartner.

Callstats.io is an active contributor to the Internet Engineering Task Force (IETF) and Worldwide Web Consortium (W3C), contributing to several important multimedia-related standards on the internet. Varun Singh, CEO of Callstats.io, is the co-author of the WebRTC Statistics API. The publicly available API is implemented by WebRTC endpoints and allows any developer to tap into the network, security, and media-related metrics. Callstats.io's real-time analytics takes these raw metrics and combines them seamlessly to detect disruptions and issues, such as, one-way media and A/V out-of-sync, annoyances that degrade media quality.

Since the company's founding, the total investment in Callstats.io is now \$3.5 million. In 2016 and continuing into 2017, the WebRTC analytics platform plans to scale its commercial relationships, introduce new analytics features, and grow its development and business teams with key hires.

### **About Callstats.io**

Callstats.io is a Software as a Service company based out of Helsinki. It provides products that measure and manage the performance of real-time media communication. The Callstats.io product helps software developers set up, build, and scale communication applications quickly. Founded in 2014 and originally known as Nemu Dialogue Systems, Callstats.io was named a Cool Vendor in Unified Communications in 2016 by research firm Gartner. The Callstats.io product integrates with various third party SDKs and PaaS solutions which make it easier to build and deploy WebRTC applications. Further information about Callstats.io is available at [www.callstats.io](http://www.callstats.io).

### **About True Ventures**

Founded in 2005, True Ventures is a Silicon Valley-based venture capital firm that invests in early-stage technology startups. With five funds and capital under management in excess of \$1.3 billion, True provides seed and Series A funding to the most talented entrepreneurs in today's fastest growing markets. With a mission to make the world a better place for entrepreneurs, True encourages each founder's vision and has built resources to empower the employees, families and communities of its portfolio companies. The firm maintains a strong founder community and offers innovative educational opportunities to its portfolio, helping entrepreneurs achieve higher levels of success and impact. With more than 200 companies funded and multiple companies acquired, the current True portfolio has helped create over 8,500 jobs. To learn more about True Ventures, visit [www.trueventures.com](http://www.trueventures.com)

### **About Lifeline Ventures**

Lifeline Ventures is an early-stage investor focusing on health, games, web and advanced technology. The team of serial entrepreneurs believe in strong founders and high-risk, high-reward concepts aiming at global category leadership. Lifeline Ventures has invested in over 70 companies, more information at. [www.lifelineventures.com](http://www.lifelineventures.com)

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