



Sentiance Raises \$5.2 million in Series B Financing Round Led by Samsung Catalyst Fund

ANTWERP (BELGIUM) November 17, 2015 – Belgian startup Sentiance today announced that it has closed \$5.2 million in its most recent round of funding. The new investment enables Sentiance to enhance the company’s focus on the Internet of Things. Sentiance provides an intelligent software layer that converts mobile data into “smart life” opportunities for end-users and delivers predictive and context-aware services.

By filtering meaningful commercial data out of users’ direct environment, Sentiance provides Ambient Intelligence which is automated through a proprietary sensor fusion platform. The platform empowers companies to build behavioral profiles of connected users and enrich those profiles with personalized, predictive and context-aware services.

“We strongly believe that consumers will live much more in sync with connected devices by 2020. By adding Ambient Intelligence to those connected devices we will create an easy-to-thrive digital environment. Context-aware data gathering and personalization is happening

across all kinds of industries,” said Sentiance CEO Toon Vanparys. “We’re excited about our partnership with Samsung Catalyst Fund; they understand the value of enriched Ambient Technology and share the vision of a digital environment that improves our daily lives. The new funding round allows us to focus on the Internet of Things by providing an intelligence layer that delivers real added value for the end-user.”

The new funding closely follows an earlier financing round of \$2 million in January 2015. The new round of funding was achieved earlier than expected and gives Sentiance additional resources to undertake and more rapidly complete its groundbreaking development projects.

“Ambient Intelligence will help smart devices to be sensitive and anticipate people’s needs in a personalized way,” said Vanparys. “Sentiance wants to spearhead this evolution with an expert team in machine and deep learning methodologies. We want to create the market leading real-time platform for contextualization going far beyond mere location-based services. The industry needs experts to unlock the aggregated mass of data these sensors reveal but with a personalized, proactive and preventive scope.”

Currently Sentiance employs 21 people, with 16 in engineering. Headquartered in Antwerp, Belgium, Client Success Hubs will be created in Asia and the U.S. in the next six months.

The financing round, led by Samsung Catalyst Fund, also includes existing shareholders Volta Ventures, Qbic, Nova Participations and Pamica.

About [Sentiance](#)

Sentiance unlocks contextual mobile experiences by mining sensor data on smartphones, wearables and connected devices. Sentiance enables companies worldwide to tap into a new level of mobile personalization and engagement.

About [Samsung Catalyst Fund](#)

The Samsung Catalyst Fund is a \$100 million fund dedicated to startups focused on disruptive ideas, components, systems and infrastructure to fuel innovative technologies and business models. With our technology and global presence, innovators and entrepreneurs can bring their vision to market more effectively. Among the many advantages innovators enjoy are co-location, shared resources, seed financing, mentorship, advice from our Innovation Fellows and corporate development.

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ABOUT SENTIANCE

from mobile data to smart life

Sentiance makes smart devices intelligent, and unlocks the unique power of sensor data from smartphones and wearables to create increased mobile engagement. Context aware personalisation and behavioral profiling, powered by Sentiance, boost the mobile experience, increase client conversion and improve client retention.

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