



Only those who risk going too far can possibly find out how far one can go
 -- TS Elliot

POWERED BY

04:30PM Wednesday June 17, 2015

[Home](#) | [My Money](#) | [My Stocks](#) | [My Brands](#) | [My World](#) | **[My Space](#)** | [My Mind](#) | [None of My Business](#) | [Interviews](#) | [Gallery](#) | [Mobile App](#)

[Careers](#) | [Opportunities](#) | [Knowledge](#) | [Technology](#) | [Enterprises](#) | [Indian Knowledge Series](#)

[Login](#) | [Register](#)

You are here » [Home](#) » **[My Space](#)**

India Angel Network invests in AdStringO

By S Shyamala Jun 11 2015 , Chennai
 Tags: News

Indian Angel Network (IAN) announced on Thursday that it has invested \$350,000 in AdStringO Software, a Mumbai-based mobile compression software company. IAN investor members Arihant Patni, Vishal Khare and Viswanath Ramachandran led the round of funding. AdStringO's endpoint compression technology helps in faster induction and servicing of customers in rural areas.

With AdStringO's technology, field representatives or customers themselves can capture documents - images, audio and video content - using scanners and web-cam and then mobile phones equipped with AdStringO compress them to 1/10th of the file size, that is up to 96 per cent, without losing aspect ratio. The meta data (information about the data) that helps to initiate critical business processes are compressed and sent at the transaction point itself. The time taken to activate an account or pass a loan document hence reduces to about four hours, which otherwise takes anywhere between a week to a month. The benefit of using AdStringO is that it can work even in low bandwidths such as 1G and 2G, said the IAN statement.

Vishal Khare, lead IAN investor in AdStringO Software, said: "Indian Angel

MORE FROM MY SPACE

- ▶ New Zealand's Martin Aircraft eyes Indian market
- ▶ Amne Samne to tap MSME sector
- ▶ Andhra guidelines for Rs 100 crore innovation funds soon
- ▶ Cognizant joins hands with NTUC FairPrice
- ▶ TCS to launch gen-next CoE at Hyderabad campus

FC SUPPLEMENTS



- Know**
- ▶ Ask the past
 - ▶ Get Phone Smart
 - ▶ WWDC 2015: music to techies' ears

Latest | Most Read | Must Read

- 16:24** Modi undertakes meeting with Prasad on BSNL revival
- 16:19** OVL seeks financial autonomy to invest \$1b
- 15:14** State Bank of Bikaner & Jaipur cuts base rate to 9.95%
- 15:11** NHPC restores another unit of Uri-II power station in J&K
- 13:43** ACC resumes limestone mining operations at Bargarh
- 12:33** Russia's UAC presses HAL to speed up joint aircraft project

EDITORIAL OF THE DAY

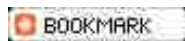
▶ **Caesar's wife**
 Sushma Swaraj must resign in order to remain above reproach
 External affairs minister Sushma Swaraj's help to Lalit Modi, a fugitive from law and the controversial former chief of the Indian Premier League, t more...

[PREVIOUS EDITORIALS](#)

Network, looks to great high growth ventures by bringing money, mentoring and market access. We believe that AdStringO's potential is to revolutionise the digitisation and transmission of data on the mobile for the large rural market. Its innovative compression technology ensures high quality data transmission from all categories of mobile devices."

shyamalaseetharaman

@mydigitalfc.com



0 comments

Post your Comment

Post new comment

Your name: *

E-mail ID: *

E-mail ID will not be published

Comment: *

CAPTCHA

This question is for testing whether you are a human visitor and to prevent automated spam submissions.

FC Invest | FC Build | FC Roar

backupify

FREE EBOOK

SETTING UP YOUR GOOGLE APPS DOMAIN

Create & Configure your Google Apps Domain

DOWNLOAD eBook

Pay-per-mile car insurance for the car you barely drive.

metromile

GET A QUOTE

FC NEWSLETTER

Stay informed on our latest news!

E-mail: *

Sign Up

Find us on Facebook



Financial Chronicle



5,220 people like Financial Chronicle.



Facebook social plugin

Financial Chronicle on Facebook

Follow us on

twitter



0 x 2n

What code is in the image?: *

Copy the characters (respecting upper/lower case) from the image.

[Post comment](#)



LifeLock is a leader in **Identity Theft Protection**

[LEARN MORE](#)

 LifeLock

INTERVIEWS

□ [Sarthak Raychaudhuri](#)
vice-president, HR, Asia South Whirlpool of India



[GV Nageswara Rao](#)
MD & CEO, IDBI Federal Life



[Timothy Moe](#)
Goldman Sachs

TODAY'S COLUMNS

Arun Nigavekar

Confusion rules higher education

The clash between UGC and the ministry of human resource ...



Rajgopal Nidamboor

The highland level of your being

Change, it is rightly said, is the quintessence of life; ...



Gautam Gupta

So, how well can stars morph into designers?

Art cannot be confined to academics — be it painting, ...



INTERVIEWS



William D. Green
Chairman & CEO, Accenture

affinity

Disadvantages of Reverse

Reverse mortgages aren't right for everyone. Learn the downsides.



Home

- About us
- Ethics Code
- Contact us

My Money

- Mutual Funds
- Insurance
- Banking
- Real Estate
- Currency

My Stocks

- Stock Market
- Sectoral Watch
- Technical Analysis
- Derivatives
- Commodities

My Brands

- Companies
- Retail
- Advertising
- Products
- Consumer

My World

- Economy
- Policy
- Politics
- Governance
- Society

My Space

- Careers
- Opportunities
- Knowledge
- Technology
- Enterprises
- Indian Knowledge Series

My Mind

- Opinion
- News Analysis
- Editorial
- Leisure Writing
- Debate

None of My Business

Art and Culture

Fashion and Style

Sports

Food

Travel

Community

Interviews

Sarthak Raychaudhuri

GV Nagesw ara Rao

Timothy Moe

Video Gallery

My Money

My Stocks

My Brands

My World

My Space

My Mind

None of My Business

Newsletter

Subscribe