



## PRESS RELEASE

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## **CAMBRIDGE IMAGING SYSTEMS ACCELERATES GROWTH PLANS WITH REBRAND AND EXECUTIVE HIRE**

- *New Vice President of Sales to focus on expanding client base globally*
- *Recent appointment of Virgin Radio co-founder, John Pearson, as Chairman*
- *Revamped brand along with new larger headquarters to match growth plans*

**27 August 2015 – Cambridge Imaging Systems Ltd**, developers of the Imagen Enterprise Video Platform, today announced a rebrand of the company to align with its award winning product, becoming **Imagen Ltd**.

In a further display of the company's ambitious growth plans it has appointed Jonathan Hebbes as Vice President of Sales, a role in which he will be responsible for attracting new enterprise customers globally.

The company has undergone significant change since its foundation over twenty years ago. In the last few months alone, Imagen has opened a new, larger headquarters on its campus to the north of Cambridge; appointed John Pearson – formerly Virgin Radio co-founder and Chairman of the highly successful music app technology "Shazam" – as independent Chairman; and appointed Monisha Shah, the former head of sales at BBC Worldwide and a Trustee at the Tate, as Non-Executive Director.

Tom Blake, Chief Executive Officer of Imagen Ltd, said: "We are immensely proud of the Cambridge Imaging story to date and are hugely excited by the prospects ahead. We feel that aligning the company name to that of our leading product gives confidence to our customers and



the global market that we are committed to further enhancing our core offering and their video could not be in safer hands.

“Online video is the fastest growing medium in history. Businesses of every size are waking up to the imminent crisis that faces them in managing this explosion of content. Imagen Enterprise Video Platform is the solution; it is the Platform for Enterprises to store and access their video.

“Having strengthened our board and executive team, we are perfectly placed to make the most of the growth in the industry, and to keep evolving our products for our global customer base, which includes several household names.”

Imagen has recently had multiple corporate successes, including being named Frost & Sullivan’s Global Digital Asset Management Entrepreneurial Company of the Year for 2015, recognising the unparalleled technology that aids success in the digital asset management market. In April 2015, Imagen (under the Cambridge Imaging name) was selected by the London Stock Exchange to join its ELITE programme, which is designed to support ambitious high growth businesses and facilitate direct contact with Europe’s financial and advisory community through their unique online portal.

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### **About Imagen Ltd**

Imagen Ltd, formerly known as Cambridge Imaging Systems, has been developing software for media archive management systems since 1991. Our software systems have been developed over the last twenty years to provide a flexible architecture, able to communicate with existing software and integrate with existing working practices.

With video representing 60 percent of global data – and set to grow further – Imagen Ltd ensures companies can archive, manage and monetize their valuable content.

Our clients include the BFI, Ministry of Defence, Metropolitan Police Service, the BBC, ITN, Imperial War Museums, IMG, Endemol, USC and the British Library.

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