

After 100 years, we are still building a better tomorrow.

Siemens Canada Internet

For the trade/business and financial press

Lagoa, Web-Based 3D Cloud Rendering Platform, Raises a \$5.3M A Round to Accelerate Growth

Boston, December 11, 2013

Lagoa, the 3D cloud platform company, today announced it closed a \$5.3M Series A financing round led by Atlas Venture, and including Siemens and Real Ventures. The funding will be used to further advance Lagoa's 3D cloud technology, and expand the company's sales and marketing efforts. The Series A follows a \$1.6M seed funding round announced last April.

"Everything you see around you has been designed in 3D using CAD software. With Lagoa we're bringing it all to the cloud with an amazing, collaborative, real-time cloud engine that runs right in your browser and can be used by teams in engineering and design, and extended all the way into an e-commerce or 3D printing experience," said Fred Destin, a partner at Atlas Venture.

"The growth of Lagoa's community reflects the appeal of cloud solutions for 3D design. Most exciting is the opportunity created by Lagoa to revolutionize how product visuals are used throughout the product lifecycle," said Chuck Grindstaff, CEO and President at Siemens PLM Software. "Lagoa is well targeted to our traditional PLM customers and opens new market opportunities in the design of fashion and beauty products, as well as e-commerce opportunities using the company's open API to create interactive photoreal 3D experiences. For these and other customers, the Lagoa 3D cloud platform significantly speeds 3D rendering and design process collaboration, and helps drive new products to market even faster."

"Lagoa and its powerful 3D rendering platform is a welcome addition to our portfolio of new technological solutions that upset the market dynamic using the cloud and new business models," said Ralf Schnell, CEO, Siemens' Venture Capital. "We are very excited for Siemens to be partnering with Lagoa."

"This funding and the partnership with Siemens enables us to advance the technology while expanding our customer base," said Thiago Costa, CEO and co-founder of Lagoa.

"Experiencing a product is no longer a physical process -- as technology closes the gap between the digital and real world, customers will be able to change not only internal design process, but go all the way into marketing and e-commerce experiences."

About Siemens' Venture Capital unit of Siemens Financial Services (SFS)

The Venture Capital unit of SFS and corporate venture capital organization of Siemens invests in early stage technology companies and established technology growth companies, focusing on the energy, healthcare, industry, and infrastructure & cities markets and hence plays a key role in Siemens' global innovation network. The aim is to identify innovative solutions from which Siemens and its customers can profit and to strengthen business partnerships with innovative industry players. To date, the company has invested more than €800 million and in over 170 companies worldwide.

About Atlas Venture

Atlas Venture is a leading early-stage venture capital firm that invests in technology and life sciences companies. Since inception in 1980, the company has helped build over 350 companies in more than 16 different countries. Atlas Venture is currently investing from its ninth fund. For more information, please visit www.atlasventure.com.

Lagoa - The 3D Cloud Visualization Platform

Lagoa utilizes the power of cloud processing for photoreal 3D visualization and collaboration, and allows developers to create their own applications via their API library. Fast and powerful, Lagoa enables 3D artists, designers, engineers, architects and advertisers to collaborate while rendering and finalizing spectacular 3D content. The company was founded in 2012 in Montreal, and has offices in Bonn and Boston. For more information, visit www.lagoa.com.

Media Contacts:

Larry Bouchie/Bobbie Carlton

781-620-0278/781-718-7619

larry@carltonprmarketing.com bobbie@carltonprmarketing.com

For more information or to arrange an interview, please contact Ann Adair, Vice President, Communications and Government Affairs

ann.adair@siemens.com

Follow us on



Keep informed with the latest news