



MINISTER FOR PRIMARY INDUSTRIES
MINISTER FOR ENERGY
MINISTER FOR MINERAL RESOURCES
MINISTER FOR STATE DEVELOPMENT

MEDIA RELEASE

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Sydney company flies flag for NSW and wins business at G'Day USA

Minister for State Development Ian Macdonald today congratulated Sydney software technology company for representing NSW in the final of an Innovation Shootout in San Francisco this morning as part of G'Day USA and securing a major US business deal as a result.

Mr Macdonald said the third annual Innovation Shootout, held in Silicon Valley, saw six State finalists from across Australia pitch to a panel of American judges, technology experts, venture capitalists, and members of the media, on why their innovation has what it takes to make it in the US market.

“While Nuix of Ultimo was pipped at the post in the shootout final this morning, the good news is the company’s participation in G'Day USA has helped it secure a major business partnership with a US company,” Mr Macdonald said.

“Nuix has spent the past nine years developing and refining the world's most advanced electronic investigation software.

“This software analyses email data and traffic to find critical information such as leaked intellectual property or evidence for a court case, even if it has been permanently deleted or encrypted.

“Nuix’s technology can process large amounts of data at speeds up to 40 times faster than competitors and has powerful search capabilities.

“These technology strengths have seen Nuix secure contracts to date with US Homeland Security and a Texan investment bank.

“Just this morning Nuix CEO Eddie Sheehy confirmed to the NSW Department of State and Regional Development that his company has just secured a major business deal with Los Angeles litigation consultancy firm, eClarix, which will use its most advanced software to process its clients’ electronic data.”

Nuix CEO Eddie Sheehy said: “Our participation in G'Day USA has been definitely worthwhile. It has been an excellent opportunity to showcase our technology to the important US market.

“As well as our deal with eClaris we can also report interest in our technology from a number of venture capital companies as well as a number of large corporations that are looking at partnering opportunities.”

Mr Macdonald thanked Nuix for flying the flag for NSW innovation at G'Day USA.

“Congratulations on Nuix for being chosen to represent NSW in the 2009 Innovation Shootout and helping demonstrate that NSW is home to some of the world's best technology companies," Mr Macdonald said.

“Despite the difficult economic environment, quality technologies such as Nuix will continue to grow and attract global interest as has been demonstrated this morning.

“I am proud to say that Nuix is a member of the NSW Government supported Australian Technology Showcase (ATS) program, which promotes outstanding technology companies to international markets, and was a finalist in our 2008 ATS Patrons Award for export success.”

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