



## 3scale launches its white label solution **CONNECT** at the Plugg conference

*BRUSSELS, March 12th, 2009*- 3scale launches **CONNECT**, a white label version of its API management solution at Plugg, a conference on startups and technology innovation in Brussels, Belgium.

CONNECT consists of a complete API management infrastructure delivered under the customer's brand and controlled by means of a configurable management dashboard.

3scale's new product reinforces its commitment to Web Service providers who want to leverage their APIs in a flexible and cost-effective way. Apart from core capabilities like access control, monitoring, analytics, payment and billing, CONNECT includes a new developers and partners community that will facilitate the communication between providers and users.

5 Internet companies will launch their API solution based on 3scale's CONNECT technology today. The featured Web Services range from speech synthesis and video generation to language translation:

- ✓ **BMAT** changes the way that devices and networks interact with music by providing 3 different solutions for music search & recommendation; performance rating and media broadcast monitoring. (<http://bmat.3scale.net>)
- ✓ **Stupeflix** is a video generator out of images, text, audio and videos. Its API processes this content and produces dynamic slide shows and complex visual effects. (<http://www.stupeflix.com>)
- ✓ **Popego's Meaningtool** is a semantic search engine that can process all kind of texts and returns related categories and topics that can be found on Internet. (<http://meaningtool.3scale.net>)
- ✓ **Tauyou** is an image-to-text translation service that provides 1-1 translations for up to 250 words in the most spoken languages. Images sent to the API in any of these languages are automatically analyzed and translated in real time. (<http://tauyou.3scale.net>)
- ✓ **By Voice's** speech synthesis API makes it possible to generate voice messages in real time and allow website content to be heard through speakers. The key feature is that By Voice is difficult to distinguish from a real human voice. (<http://api.by-voice.com>)

### **About 3scale**

3scale networks S.L. ([www.3scalesolutions.net](http://www.3scalesolutions.net)) provides mission critical infrastructure for the programmable web. The company's system opens up new business opportunities for deployed Web Services via its API management solution, allowing cost-effective flexible monitoring, access control and billing of Web APIs. 3scale's mission is to act as a key enabler in the emerging Web Services market. Established in May 2007, the company has offices in Barcelona, Spain, and Sunnyvale, CA, USA.

### **About Plugg**

Plugg ([www.plugg.eu](http://www.plugg.eu)) is a one-day conference on technology startups and innovation in Europe. Web/Mobile 2.0 companies come together with a professional audience tied to technology, media and venture capital firms. The schedule includes outstanding speakers and this year's edition of the annual pitching competition.

### **Contact**

Public Relations, 3scale networks S.L., [press@3scale.net](mailto:press@3scale.net)