



## Tamir Koch

Chief Executive Officer

In 2004, TriPlay's founder and CEO, Tamir Koch, had a problem: he needed to send pictures of his children to his mother overseas no matter which device she was on –be it her mobile phone or PC. Having already launched two successful technology companies in the last 14 years, Tamir knew he could create a solution not only to stay connected to his family, but also to give the world's two billion mobile users an opportunity to use their phones in a way they never could before.

TriPlay was built from the ground up as the first truly cross-platform integrated messaging system, empowering users to send and receive media anywhere in the world, from any online device. Pelephone, the Israeli telecommunications firm, has adopted TriPlay's business solution for sending, receiving and storing mobile content.

Koch and his best friend created his first company while he was still a student at Technion, Israel's equivalent to MIT. Orca Interactive, founded in 1995, is a world leader in Internet Protocol TV content management solution, and was named one of Oracle's "top 50 solutions worldwide." Five months after receiving a round of angel funding, Orca was sold to Israel's Emblaze Systems, and was recently acquired by France Telecom.

After the sale of Orca, Koch founded Dotomi, a leading provider of targeted online advertising solutions, and created a single source solution for online targeting strategies, creative and analytical services, and data and media management.

Koch has always been fascinated by the evolution of sharing information online. Such overachievers as Steve Jobs, Larry Ellison, and Michael Jordan inspire him.

Koch lives with his family in New York, and constantly sends photos of his twins to his mother back home in Israel.