

Symbol - *IN* (TSX - V)
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**Innovium Investment, Seed Media Group attracts Ben Fry, PhD,
to Launch its Visualisation Unit**

Toronto ... Innovium Media Properties Corp. ("Innovium") reports that Seed Media Group LLC ("**Seed**") founder and CEO, Adam Bly, announced the appointment of Ben Fry, PhD as the company's first Design Director. Seed also announced the launch of a new unit focused on data and information visualization to be based in Cambridge, Massachusetts and headed by Ben Fry.

Seed Visualization will help companies and governments find solutions to clearly communicate complex data sets and information to various stakeholders. The unit's research arm, the Phyllotaxis Lab, will work to advance the field of data visualization and will undertake research and experimental design work. The Lab will partner with academic institutions around the world and will provide education on the field of data visualization.

"As the volume of data in the world continues to grow, generating actionable knowledge from this information is a critical design challenge affecting businesses, governments, and NGOs. Seed Visualization will tackle this challenge," said Adam Bly. "We are thrilled to welcome Ben to our team to head up this new venture and bring his design mind to all our brands."

Seed Visualization introduced its first project in January at the World Economic Forum in Davos, Switzerland. The unit was commissioned by the World Economic Forum to visualize the global agenda as reflected through the program of the Annual Meeting.

Ben Fry will also serve as Design Director at Seed, working with the company's award-winning designers and art directors to introduce new innovations across multiple media and technology platforms.

Ben Fry received his PhD from the Aesthetics + Computation Group at the MIT Media Laboratory under John Maeda, and completed postdoctoral work with Eric Lander at the Broad Institute of MIT and Harvard where he focused on developing tools for visualizing genetic data. With Casey Reas of UCLA, he developed Processing, an open source programming environment that is used by tens of thousands of people every week. His work has shown at MoMA, the Whitney Biennial and the Cooper Hewitt Design Triennial. Other pieces have appeared at Ars Electronica and in the film *Minority Report*.

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Phyllotaxis is a form commonly found in nature that is derived from the Fibonacci sequence. It is the inspiration for Seed's logo, designed in 2005 by Stefan Sagmeister and recently included in the Design and the Elastic Mind exhibit at MoMA. "Much like a phyllotaxis, visualization is about both numbers and information as well as structure and form," said Ben Fry. "It's a reminder that beauty is derived from the intelligence of the solution."

About Seed Media Group

We are inspired by the potential of science to improve the state of the world and we make media and technology to help realize that potential. Seed Media Group is headquartered in New York City and has offices in Cambridge, MA, San Francisco, and Munich. To learn more, please visit www.seedmediagroup.com.

About Innovium Media Properties Corp.

Innovium's venture investment portfolio is devoted to Seed Media Group LLC, a private media and technology company focused on the professional and consumer science markets. Seed's award winning brands include Seed® (www.seedmagazine.com) and ScienceBlogs® (www.scienceblogs.com). Innovium trades under the symbol **IN** on the TSX Venture Exchange ("TSX - V") and **IH7** on the Frankfurt Stock Exchange ("FWB").

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