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**Denver Software Company, Aventura, Closes Major Funding to Drive Growth**

*Helping Doctors Be Doctors:  
Aventura Tames EMRs for Clinicians*

DENVER, Colo. (September 20, 2011) Aventura HQ, Inc. announced today that the company has raised more than \$13 million in its first round of institutional venture funding. The round was led by HLM Venture Partners and Excel Venture Management with participation by Siemens Venture Capital (SVC). All these firms have major healthcare expertise.

Aventura provides clinicians near-instant access to their clinical data from any end point device. The software dynamically molds existing desktop and application sessions to the right data and applications every time a doctor or nurse changes locations. The result is increased clinician productivity and satisfaction, while reducing the risk of medical errors and patient privacy leaks.

Aventura software works in both virtual and non-virtual desktop environments, making it immediately useful for U.S. hospitals, outpatient facilities and large patient practices.

According to CEO Howard Diamond, "I am thrilled that three of the world's top medical venture firms have looked seriously under the hood and come to the same conclusion: our technology makes a major difference in the lives of the clinicians providing patient care. This is a significant vote of confidence in our technology, our people and our business."

"What we found especially telling is that once physicians see and use Aventura, they are totally unwilling to give it up", said Teo Forcht Dagi, MD, Partner in HLM Venture Partners. "What we like about Aventura is that they have a very experienced management team leading an effort to give back time to providers in hospitals. This is a technology that safeguards patient data, extends the life of existing networks, and is hugely compatible with existing healthcare IT systems."

The big benefit, according to Diamond, is that computers and data management no longer delay patient care services. Clinicians have the electronic applications they need in close to real time so that they can meaningfully use electronic medical records. Aventura untangles the complex network of clinical applications and hardware so doctors and nurses spend less time with computers and more time with patients.

Diamond adds, "Aventura makes IT folks look like heroes because clinicians find it easy to integrate EMRs into their daily workflow. With greater usage the IT systems become much more effective which is good for everybody in the long run."

Caleb Winder, Director at Excel Venture Management, states, "This is all about improving the quality of care. Aventura streamlines the workflow for caregivers who log into their medical systems 50-70 times a day. The software allows rapid data access and input so that they can provide higher quality patient care."

**(Continued)**

**About Aventura**

Aventura is a Denver-based software company that is working at the frontier of clinical medicine. The Aventura platform unifies all clinical applications, computers and printers into a single rules-driven system that delivers what clinicians need on the screen anywhere in the hospital. Find out more at [www.aventurahq.com](http://www.aventurahq.com).

**About HLM Venture Partners**

HLM Venture Partners is a leading venture capital firm providing capital to emerging companies focused on health care service, health care information technology and medical devices. HLM has over \$400 million of venture capital under management and works with the leading growth companies that are improving the quality of health care while reducing overall costs. HLM supports entrepreneurs as they turn innovative ideas into market-leading businesses, offering guidance on financial structuring, resource allocation and deployment, strategic planning, strategic introductions, and recruitment. HLM has offices in Boston, Mass, and San Francisco, CA. For more information, please visit [www.hlmventurepartners.com](http://www.hlmventurepartners.com).

**About Excel Venture Management**

Excel Venture Management builds companies that apply transformative life science technologies to solve problems in healthcare and beyond. The Excel investment portfolio is balanced across healthcare IT and services, diagnostics, and medical devices, plus life science platforms that address adjacent markets including energy, chemicals, defense and agriculture.

**About Siemens Venture Capital**

Siemens Venture Capital GmbH (SVC), the corporate venture capital organization of Siemens and a business segment of Siemens Financial Services, invests in early-stage technology companies and established growth companies, focusing on the energy, industry and healthcare sectors. In this way, SVC identifies innovative solutions from which Siemens can profit and plays a key role in Siemens' global innovation network. To date, the company has invested more than EUR 800 mn in over 150 companies and 40 venture capital funds. In addition, SVC advises the German Siemens pension funds on their private equity allocation. It is in this context that SVC has launched the venture capital fund of funds Siemens Global Innovation Partners I.

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