

# Whos Location

## Press Release

### Red Herring Asia 100 Finalist

**19 August, 2012** - WhosOnLocation, the proven cloud-based people presence and safety software provider announced today it has been selected as a Finalist for [Red Herring's Top 100 Asia](#) award, a prestigious list honouring the year's most promising private technology ventures from the Asian business region.

The Red Herring editorial team selected the most innovative companies from a pool of hundreds from across Asia. The nominees are evaluated on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their respective industries.

This unique assessment of potential is complemented by a review of the actual track record and standing of a company, which allows Red Herring to see past the "buzz" and make the list a valuable instrument for discovering and advocating the greatest business opportunities in the industry.

"This year was very rewarding," said Alex Vieux, publisher and CEO of Red Herring. "The global economic situation has abated and there are many great companies producing really innovative and amazing products. We had a very difficult time narrowing the pool and selecting the finalists. (Insert Company Name) shows great promise therefore deserves to be among the Finalists. Now we're faced with the difficult task of selecting the Top 100 winners of Red Herring Asia. We know that the 2012 crop will grow into some amazing companies that are sure to make an impact."

Finalists for the 2012 edition of the Red Herring 100 Asia award are selected based upon their technological innovation, management strength, market size, investor record, customer acquisition, and financial health. During the several months leading up to the announcement, hundreds of companies in the telecommunications, security, Web 2.0, software, hardware, biotech, mobile and other industries completed their submissions to qualify for the award.

The Finalists are invited to present their winning strategies at the Red Herring Asia Forum in Hong Kong, September 10-12, 2012. The Top 100 winners will be announced at a special awards ceremony the evening of September 12 at the event.

"We are honoured to be recognized as an innovative business and selected as part of the Red Herring Top 100 Asia group of companies. The team here at WhosOnLocation is happy to be recognized for our efforts in pushing people presence management forward, and we look forward to delivering outstanding service and innovation in the coming year." stated Darren Whitaker-Barnett, Founder and CEO of WhosOnLocation.

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**For further information, contact:**

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**About WhosOnLocation**

[WhosOnLocation](http://WhosOnLocation) is a cloud service that brings together visitor, contractor, and employee presence, induction management, identity management, and access rights control into a single integrated solution. These services enable any organisation with an obligation to protect the well-being of its employees, visitors, and contractors as well as a need to provide security for its assets and intellectual property with a robust, secure, easy to deploy, easy to use, cost effective solution.