

(Menlo Park, CA - April 17, 2012) Arktan, a leading provider of social curation and second-screen experiences in the Social TV space, was a co-sponsor of the Social TV Summit in San Francisco earlier this month.

Arktan's SocialStreams powered the event's Social Chatter web page. Social Chatter was the hub for all the content and conversation about the event on the Social Web, and the place where SocialStreams aggregated the curated, real-time streams. Both attendees at the event and those unable to attend the event were able to follow the real-time Social Web conversation about the event, interacting with it by posting their own comments.

The Social Chatter streams were displayed on the big screens at the Social TV Summit. The screens displayed the streams in a big-screen friendly format that was clearly visible to everyone at the event, making it easy for the attendees to follow the Social Web discussion taking place about the event, while at the same time listening to the presentations and panel discussions at the event.

"We were very happy to offer our Social TV Summit San Francisco attendees and the thousand plus viewers who watched the proceedings online via LIVE Web Stream, the opportunity to Tweet, write Status Updates to facebook and Chat all in one place on our web site", said Andy Batkin, CEO, Social Summits, LLC. "Arktan's technology added a tremendous amount to the ability to socialize around event.....after all we are the Social TV Summit."

Rahul Aggarwal, CEO and Co-Founder of Arktan said that "Arktan wanted to create highly engaging and interactive experiences for everyone following the Social TV Summit. SocialStreams provided the perfect platform for Social Chatter, making it an instant hit both on the Social Web and on the big screens."

About Arktan, Inc.

Arktan (www.arktan.com) is a Software-as-a-Service (SaaS) solution provider for enterprise-class companies across many industries. The company has built a reputation as a technology innovator, and provider of cutting-edge, customizable product solutions for a growing list of leading global brands. Arktan's flagship product is SocialStreams. Brands are using SocialStreams to extend curated real-time content and conversation from the Social Web to their sites, mobile apps, and TV, to build interactive experiences for users. SocialStreams is helping companies build brand loyalty, boost site traffic, and increase revenue opportunities from advertising, product sales, and data capture. SocialStreams is powering many Social TV second-screen experiences for popular TV shows, including "The X Factor USA" and "Dancing With the Stars". It is also being used to power many Social Music, Social News, and Social Sports experiences for brands like Lady Gaga, Justin Bieber, Jennifer Lopez, The Washington Post, and WWE.

About Social TV Summit

Social TV Summit (www.socialtvsummit.com) is an executive conference that focuses on how social media is effecting how we view content on: the big screen in the living room, on laptops, tablets, mobile and out of home. The Summits are run by digital and social media expert Andy Batkin and co-hosted by media maven Jack Myers. Since July of 2011 Social Summits, LLC has organized three sold out events in LA, NY and San Francisco. Future Social TV Summits will be organized in LA on July 18th and NY on November 14th. Also, just announced, The Social TV Awards (www.socialtvawards.com)