



# nerej

## **Yacobian of Cummings Properties handles 8,700 s/f lease to EveryZing at TradeCenter 128**

May 28, 2009 - Front Section

EveryZing, Inc., a leader in online, next-generation universal search and publishing technologies and a major affiliate of BBN Technologies, has signed a lease with Cummings Properties, LLC for more than 8,700 s/f at 300 TradeCenter 128. The company is relocating from 10 Fawcett St. in Cambridge.

According to officials, EveryZing was originally founded by BBN Technologies, an advanced technology solutions firm and creators of the email @ symbol. EveryZing's solutions are based on its core speech-to-text technology, which enables multimedia clips to be robustly indexed, increasing their "discoverability" by web search engines and boosting on-line advertising opportunities.

"It is exciting that such a prominent, cutting-edge technology firm has chosen to relocate from Cambridge to TradeCenter 128. EveryZing is a welcome addition to our expanding TradeCenter 128 community," said Rob Yacobian, Cummings Properties' leasing director. Yacobian noted that there has been a recent flurry of activity at the office campus by companies looking for a quality location with a prominent image and offering exceptional value.

Yacobian represented Cummings Properties in the lease negotiations while senior vice president/partner Chuck Kavooogian of CBRE represented EveryZing.

In April, EveryZing announced a strategic partnership with YuMe to provide turnkey in-stream advertising solutions to its network of publisher customers. YuMe is said to be the leading ad management platform and a premium advertising network for the growing on-line video industry and includes publisher relationships with over 500 video sites including NBC and MSN. With the YuMe integration, EveryZing's customers can now fully manage their own in-stream advertising campaigns or benefit from the monetization of their content from the YuMe advertising network.

The technology ensures that every piece of audio and video from a client's website is wrapped in a rich layer of metadata, including a full text output of the spoken word track, so it can be searched and accessed easily and precisely by consumers.

EveryZing is reportedly the most powerful digital media-merchandising platform available today. Its technology and comprehensive set of advertising services enable its partners to profit from their content by launching digital channels that deliver entertainment, news and information. Its customer base from across the Tier 1 media and broadcasting industries include Boston.com, Entercom Radio, Cox Radio, FoxSports, WEEI Sports Radio Network (Red Sox Radio), DallasCowboys.com, BobVila.com and many others.

MediaCloud™, the Internet's first cloud-based computing service for generating and managing all types of metadata, was launched by EveryZing in March. This service allows companies across the Web to post live or archived feeds of video, audio, image and text content to the cloud-based service and receive back a rich set of metadata. Other solutions in EveryZing's product suite include

ezSEARCH, ezSEO, MetaPlayer and RAMP.

TradeCenter 128 is a high profile 400,000 s/f office complex offering frontage and signage opportunities along Rte. 128/I-95. It is located about one mile from I-93 and only 11 miles from downtown Boston. Its dramatic design features the latest in energy efficient (LEED pre-certified Gold) construction, exterior balconies, a three-story atrium, extensive glass curtain walls and ribbon windows, a three-story drive-through architectural archway and a view of Boston's skyline. In addition to public transportation and a free, 900-car covered parking garage, the many on-site amenities include daycare, dining, banking, lobby shop and adjacent shopping and hotel options.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540