

# microtask

## Microtask Wins Red Herring Global 100 Award (update)

**San Francisco, CA and Tampere, Finland --- December 14, 2011 ---** (update to November 22 press release)  
Crowdsourcing innovator Microtask was confirmed a winner of Red Herring's 2011 Top 100 Global award -- joining companies such as Google, Skype, Baidu, Salesforce.com, YouTube, eBay and many others that won the award and went on to change the way we live and work.

"We have mashed up the document processing industry with crowdsourcing and turned some traditional business processes on their heads," said Ville Miettinen, CEO of Microtask. "What the Red Herring judges saw in Microtask is a company that is disrupting a \$30 Billion industry by breaking it apart into two-second tasks that can be distributed around the world instantly and delivered back to the customer with full SLAs and quality controls."

"After rigorous contemplation and discussion, we narrowed down our list from 1,100 potential companies to 100 winners. It was an extremely difficult process. Microtask should be extremely proud of its achievement since the competition for the Top 100 was fierce," said Alex Vieux, Chairman of Red Herring.

Red Herring's editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration. This assessment of potential is complemented by a review of the track record and standing of startups relative to their sector peers.

### About Microtask

Microtask loves the work you hate. We combine machine and human intelligence for a smart document processing service. Our platform understands handwriting, and can make intelligent decisions on validity of data and exception handling. Human intelligence is automatically sourced by our platform via millions of tiny, two second assignments. As any single worker only sees fragments of a complete work assignment, confidentiality is guaranteed. The quality of work is ensured by a sophisticated algorithm, which replicates tasks and continuously monitors the workflow.

Microtask customers connect directly to our servers, and an optimized and automated workflow ensures efficiency. We also offer open text recognition APIs for third-party service providers. Microtask was founded in 2009 by four experienced serial entrepreneurs and is funded by Sunstone Capital and strategic private investors. For further information, please visit us at [www.microtask.com](http://www.microtask.com).

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