**Rosemont Group Capital Partners, Announce Investment in Pakistani Tech Startup, Vivid Technologies**

Vivid Technologies, a technology startup originally founded in Pakistan and previously incubated at Plan9 and accelerated at LUMS Center for Entrepreneurship, before being picked up by Microsoft Ventures and Google’s Blackbox accelerators, announced earlier in the year that they had successfully raised seed funding from some high profile investors, consisting of Sunbridge Ventures, Telefonica, Conrad Labs and Rosemont Group Capital Partners, the future looks bright for the company.

The company has developed a next generation voice platform which is integrated in to your smart phones and device, allowing users to access information more efficiently with a optical feature, replacing regular customer service which is trouble free to access with a touch screen experience and making enquiries much quicker to deal with and reducing queue time. The innovative cloud-based technology, adapting the traditional customer service IVR (Interactive Voice Response) systems into interactive, visual and touch experience, completely transforming the user experience.

Rosemont Group Capital Partners’ co founder and chief executive Frederick Achom says, “we have held back from announcing the investment until the pilots were successfully concluded but since hearing of Vivid and meeting with Omer, we have been totally behind the company because this is a very real and exciting attempt to disrupt a sector that is in much need of it. We have all experienced the long frustrating waiting times when attempting to contact companies and service providers. Not only will Vivid benefit the customer but likewise the in-coming call centers and businesses as they can improve customer satisfaction along with call-center productivity.”

Now headquartered in London, Vivid have successfully piloted its revolutionary technology, which improves the whole customer service experience. Simply put, the company has gotten rid of waiting on the line and put customer service into an app.

Omer Khan, Vivid Technologies’ founder and CEO expressed his excitement at the closure of the round, “I just want to keep reminding ourselves that entrepreneurship is not about the size of the round but actually to be able to create something of value, something really significant. The idea that ‘we can do better’ just got real. Personally, I am humbled by this validation and the trust of our investors and partners.”

Encouraged by the faith of all the stakeholders that believe in Vivid’s vision for the future of the industry, Omer has plans to expand Vivid’s offering, including options for value-added services for corporate clients as well as multimedia content that users can engage with while waiting to be connected to call center agents. Chat room applications, company information, music, games, and videos are just to name a few. “We are geared up to make every dollar count and expend every cent to create some degree of impact”, he concludes.

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**ABOUT VIVID TECHNOLOGIES:**

Vivid Technologies is a next generation voice platform which is integrated in to your smart phones and device, allowing users to access information more efficiently with a optical feature, replacing regular client service which is trouble free to access with a touch screen experience and making enquiries much quicker to deal with and reducing queue time. The technology also give users the privilege to view how long queue times may take, and a face to face video chat.



**ABOUT ROSEMONT GROUP CAPITAL PARTNERS:**

Rosemont Group Capital Partners is an early stage venture capitalist firm co-founded in 2003 by British entrepreneur and venture investor Freddie Achom. It's portfolio is as wide ranging as digital technology, bio technology, solar technology, financial services, land and property development to more high profile ventures in the entertainment sectors. Rosemont Group is headquartered in London with international offices in New York and Mumbai.