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Technically Philly Hosts Switch Philly event on Oct. 6, 2010 at 6 p.m.
Philadelphia Technology Community News Site Technically Philly organizes business presentation event Switch Philly featuring five demos from five local companies

CENTER CITY PHILADELPHIA -- **Technically Philly**, the news site that covers the community of people who use technology in the Philadelphia region, has announced **Switch Philly**, a new business presentation event where five local companies will each offer entertaining seven-minute demos of their new products.

"Switch is an opportunity to continue changing what people know about Philadelphia," said **Sean Blanda**, Technically Philly co-founder and Switch Philly lead organizer. "We have vibrant creative, technology, startup and investment communities that are highlighted everyday on Technically Philly. We want to grow that perspective."

MEDIA ALERT

WHAT: Switch Philly, tech demo-presentation event

WHEN: Oct. 6 @ 6 p.m.

WHERE: Levitt Auditorium, Gershman Hall, University of the Arts, Broad and Pine streets, Center City

WHY: Highlight innovative technology companies in the Philadelphia region

WHO: Organized by Technically Philly, featuring five local companies

DETAILS: Media passes available upon request, tickets are \$9

THEN: Drinks at Tavern on Broad

At Switch, five Philly companies will demo their latest and greatest product or innovation for seven minutes each.

The presenting companies at the inaugural Switch will be the following:

- **Azavea**, the GIS-software firm based in the Callowhill neighborhood, will present sustainably-minded mapping and direction application **CommonSpace**.
- **P'unk Ave**, the Passyunk Square-based web development company, will share innovative content management system **Apostrophe**.

- **Orpheus Media Research**, the Old City tonal research project, will share music comparison software **Myna**.
- **Zecvozi**, the stealth Northern Liberties sustainability tracking company, will launch at the event.
- **Packlate**, the West Conshohocken discount vacation planning startup, will share its new deal-finding search engine.

Switch will become a regular event, with another installment happening in 2011.

Some of the biggest names in the region's investment and business communities have already joined Switch as sponsors, including **First Round Capital**, **Genacast Ventures**, the **University City Science Center**, the **Greater Philadelphia Chamber of Commerce**, **MCD Law Partners** and the **VC Deal Lawyer**. The beautiful Levitt Auditorium venue is being used in partnership with the **University of the Arts**. Additional support is being offered by the **Philly Startup Leaders**, **Ben Franklin Technology Partners**, **PACT** and **Independents Hall**.

Those interested in partnering with Switch now or in the future can contact Sean Blanda at sean@technicallyphilly.com.

"It'll be a great chance to see the great things brewing in our backyard while rubbing elbows with some of the smartest people in the city," Blanda said. "We hope to grow the conversation around the communities we cover."

ABOUT TECHNICALLY PHILLY

TechnicallyPhilly.com is a news site covering the community of people who use technology in Philadelphia.

Technically Philly launched on Feb. 9, 2009 in response to the Philadelphia region's maturing Web-based creative economies. We cover the trends, the news and the people that affect and the events that include this growing technology community.

The blog publishes daily with updates, profiles, reviews and listings. We will follow technology-involved social organizations, venues, venture capital companies, start-ups, design firms and media in the broad region.

Technically Philly was founded by Brian James Kirk, Sean Blanda and Christopher Wink.

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