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## **Online Video Pioneer Brightcove Relocating to SkySong**

*Leading Global Provider for Delivering, Monetizing Video to Occupy SkySong 4 Space*

SCOTTSDALE, Arizona (October 31, 2016) — SkySong, The ASU Scottsdale Innovation Center, will welcome a prominent new tenant to its newest office building.

Brightcove, a pioneering force in the world of online video, signed a lease to occupy 13,000 square feet of the first floor of SkySong 4.

The company, relocating from Tempe, has nearly 5,000 customers in 70 countries is a leading provider of cloud services for video. It company offers a full suite of products and services that reduce the cost and complexity associated with publishing, distributing, measuring and monetizing video across devices.

“We are very fortunate to have Brightcove become part of the SkySong community,” said Sharon Harper, President & CEO of Plaza Companies. “They are truly pioneers in publishing video and they will fit right in with the other innovative technology companies that are already on the campus.”

Brightcove’s presence at SkySong 4 helps accelerate the leasing momentum for the newest building at SkySong, which is scheduled to open later this fall. The 145,000 square foot building is the fourth office building to open at SkySong, with the other three near 100 percent occupancy.

Sethuraman Panchanathan, executive vice president of Knowledge Enterprise Development and chief research and innovation officer at Arizona State University, said that Brightcove is an ideal fit for the spirit of innovation and entrepreneurship at the heart of SkySong.

“Brightcove is just the kind of company that can thrive from being in the SkySong environment, and we are very pleased that they have chosen to locate here,” Panchanathan said. “It’s yet another sign that SkySong has emerged as the go-to destination for technology companies in the Valley of the Sun.”

Plaza Companies is the master developer of the project in partnership with the Arizona State University Foundation, the City of Scottsdale and Holualoa Companies.

SkySong's collective ownership was represented by Craig Coppola, Andrew Cheney and Gregg Kafka of Lee & Associates. Brightcove was represented by John Pierson, Trevor Pratt and Christopher Lawrence of JLL.

SkySong, the ASU Scottsdale Innovation Center is home to a global business community that links technology, entrepreneurship, innovation, and education to position ASU and Greater Phoenix as global leaders of the knowledge economy.

SkySong is a 42-acre mixed use development designed to:

- Create an ecology of collaboration and innovation among high-profile technology enterprises and related researchers;
- Advance global business objectives of on-site enterprises;
- Raise Arizona's profile as a global center of innovation through co-location of ASU's strategic global partners; and
- Create a unique regional economic and social asset.

Companies located at SkySong enjoy a special relationship with Arizona State University, which has more than 90,000 students studying across four metropolitan Phoenix campuses, in Lake Havasu and online. ASU is one of the largest public universities in the nation, with the majority of its students attending its campus in Tempe, Arizona, less than three miles from SkySong.

In addition to locating its own innovative research units at the center, through ASU's on-site operations, tenant companies have a single point of contact for introductions to researchers, faculty and programs to address their specific needs.

For more information on SkySong, visit [www.skysong.com](http://www.skysong.com) or [www.facebook.com/skysongcenter](https://www.facebook.com/skysongcenter).

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### **About SkySong**

Plaza Companies is the developer of the project in partnership with Arizona State University Foundation, the City of Scottsdale and Holualoa Companies. Lee and Associates provides the brokerage services and Plaza del Rio Management Corporation provides the property management and construction services. Architects at SkySong include Pei Cobb Fried and Partners, DMJM Design, Butler Design Group and Kendle Design Collaborative.

### **About Plaza Companies**

With offices in Peoria, Scottsdale and Tucson, Plaza Companies is a full-service real estate firm specializing in the management, leasing and development of medical office and commercial office properties, technology and bioscience facilities, mixed-use properties and senior housing communities. Since 1982, Plaza Companies has established a proud track record as a competitive, connected and conscientious real estate firm with partnerships throughout the industries it serves. For more information, visit [www.theplazaco.com](http://www.theplazaco.com).

### **About The ASU Foundation**

ASU Foundation is an independent non-profit organization that acts as the principal agent through which gifts are made to benefit the Arizona State University. The mission of the ASU Foundation is to solicit, manage and disburse the proceeds of gifts made to ASU.

[www.asufoundation.org](http://www.asufoundation.org).

**About Holualoa Companies**

Holualoa Companies is a real estate investment firm focused on the successful acquisition, repositioning, redevelopment and disposition of real estate assets. Headquartered in Tucson, Arizona, with offices in Phoenix, Santa Monica, Hawaii and Paris, its investments span the United States and Europe and include office, retail, industrial, multi-family, hotel and mixed-use investment properties. Holualoa is an experienced investor for its own account and on behalf of a select group of private investors.

**About the City of Scottsdale**

Scottsdale is one of the state's leading job centers with a diverse economy built on medical research, high-tech innovation, tourism and corporate headquarters. Scottsdale is home to nearly 18,000 businesses supplying more than 150,000 jobs. Among the city's economic drivers is SkySong, the high-tech innovation center that helps companies grow through a unique partnership with nearby Arizona State University. Learn more at [ChooseScottsdale.com](http://ChooseScottsdale.com).