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Press release

For immediate publication

KeyLemon signs with one of Brazil's biggest computer manufacturers

Already nominated as one of the world's 100 most promising projects at the Top 100 awards in San Diego in January, the Martigny start-up has just signed a contract with Semp Toshiba, one of South America's leading manufacturers of IT equipment.

KeyLemon was formed in 2008 by Gilles Florey as a spin-off from the Idiap Research Institute. Nominated as one of the world's 100 best start-ups by Red Herring in January 2010, the company has just signed a contract to install its face recognition software in computers produced by the Brazilian company Semp Toshiba.

Based in Salvador de Bahia, Semp Toshiba manufactures Toshiba electronic equipment under licence in Brazil, offering a very wide range of products, including laptops. Keen to stand out from its competitors, Semp Toshiba is relying on KeyLemon's face recognition software to give its clients easy, user-friendly access to their computers. The software enables users whose computers have a webcam to access their Windows session or their applications without having to enter a password. All they have to do is sit in front of their computer and it will recognise their face.

"We've had a huge success with our software on the Internet, which has been downloaded by over 800,000 users in just over a year", says Gilles Florey, CEO and joint founder of KeyLemon. The agreement with Semp Toshiba is actually an OEM licence that enables the Brazilian company to integrate the KeyLemon software into all the computers it produces. It's the culmination of a lengthy negotiation process that began in January and ended with the signature of the agreement in early August. "This is a very important agreement for us because it gives us tremendous credibility in a very competitive market. It acknowledges not only of the quality of our work, but also the expertise of our technology partner, the Idiap Research Institute, which developed the face recognition algorithms on which our software is based", adds the youthful company director.

Bolstered by this first success, KeyLemon now wants to approach IT giants such as Dell, HP and Lenovo.

KeyLemon is a Valais-based success story. The core of the face recognition technology was developed by the Idiap Research Institute at Martigny. KeyLemon was launched within the context of the Business Experience option at the HES-SO/Valais, and subsequently received a grant from The Ark. It currently operates from The Ark's Incubator on the IdeArk site at Martigny.

About KeyLemon

KeyLemon is a company that develops computer software based on face recognition technology. Formed in 2008, the company is based in Martigny and has 4 employees.



The company offers software that simplifies access to a computer or a software application. All the user has to do is sit in front of their PC, which must be equipped with a webcam. In a fraction of a second, the system recognises their face and starts the required Windows session or deactivates the screensaver. It makes passwords unnecessary.

KeyLemon sells its software to individual users worldwide via its website www.keylemon.com or via computer equipment manufacturers.

The company's first product was launched on the market in March 2009, and is available via the website www.keylemon.com.

Incorporating Idiap face recognition technology, one of the most powerful in the world, the software has already been downloaded by over 800,000 Internet users in the last 18 months. A computer, a webcam and an Internet connection are all that is needed to use the application.

KeyLemon is supported by

- The Ark, an organisation promoting innovation in the Valais
- Idiap Research Institute, Martigny
- HES-SO, the University of Applied Sciences Western Switzerland
- CCF-Valais, Centre de Compétences Financières, Sion
- FIT, Fondation pour l'Innovation Technologique, Lausanne
- IMD, a leading international business school, Lausanne
- Venturelab, start-up training provided by the Innovation Promotion Agency CTI
- CTI, the Swiss Confederation's Innovation Promotion Agency
- AlpICT, the centre of excellence for information technology in western Switzerland
- Microsoft BizSpark, a programme that provides software, technical support and visibility for young software developers.

Additional information

Information about KeyLemon: www.keylemon.com

Information about Semp Toshiba: www.semptoshiba.com.br

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