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McRock Backs Human-Machine Interface Company Serious Integrated



Toronto, Ontario--(Sept 9, 2016) - [McRock Capital Corporation](#), a leading venture capital fund manager focused exclusively on the Industrial Internet of Things (IIoT), announced today it has led a \$5 million Series A Financing in Chandler Arizona-based [Serious Integrated, Inc.](#) The company is a leader in human-machine interface (HMI) hardware and software systems for OEMs racing to add beautiful and intuitive IIoT-connected interfaces to industrial or commercial machines. Serious HMI systems add immense value and competitive advantages while enabling the equipment makers and their customers to capitalize on new revenue streams through analytics, monitoring and maintenance services.”

Serious’ connected, touch-enabled graphic colour LCD solutions empower OEMs to accelerate design-to-market timing on innovative IIoT-connected smart machines. Serious solutions are in production at OEMs worldwide and transforming equipment functionality in markets such as industrial automation, food services and medical.

“We are pleased to announce our new partnership with McRock”, says Terry West, Founder and CEO of Serious Integrated. “As North America’s premier IIoT venture capital fund, McRock’s strong connections to emerging and large multi-national OEMs, software analytics and system integrators will accelerate our expansion into the IIoT market globally”.

“The enormous potential of the IIoT starts with machine connectivity and an intuitive human-machine interface”, says Scott MacDonald, Co-founder and Managing Director of McRock Capital. “Serious has created stunning touch screen HMI platforms to enable any industrial or commercial OEM to rapidly modernize their fleet and tap into the power of IIoT connectivity”.

As part of this financing, Scott MacDonald and Whitney Rockley, Co-founders of McRock Capital, will join the Serious Integrated Board of Directors.

About Serious Integrated, Inc. – Serious Integrated is a privately held Chandler, Arizona-based corporation focused on enabling original equipment manufacturers (OEMs) to transform their products into smarter, highly-connected Digital Age devices. Product offerings include complete platform-level, integration-ready solutions for graphic/touch HMI and IT/IIoT/Industrial Networking connectivity. HMI platforms include off-the-shelf front panel graphic/touch hardware modules with pre-licensed software and tools for the development and deployment of modern user interfaces. Serious communications platforms include off-the-shelf hardware modules with independent processing, CAN, RS232/485, Ethernet, WiFi, Bluetooth, GPIO (ADC/DAC/I2C/SPI/UARTs), and storage.

Visit www.seriousintegrated.com and follow on Twitter [@SeriousIntegrat](https://twitter.com/SeriousIntegrat)

About McRock Capital – McRock is the first dedicated Industrial Internet of Things (IIoT) venture capital fund focused on the intersection of sensors and software in large industrial markets. The McRock team has a unique background of building high-growth venture-backed IIoT companies while also having worked in the power, water, oil and gas industries. McRock is backed by several leading institutional investors as well as Cisco Systems and Électricité de France (EDF).

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