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In-gaming ad co Double Fusion raises \$26m

The company develops dynamic in-game advertising solutions for computer games.

Batya Feldman 19 Dec 06 11:40

Israeli start-up [Double Fusion Inc.](#) has raised \$26 million in its second financing round. The company was founded in 2004 and develops dynamic in-game advertising solutions for computer games.

Norwest Venture Partners led the round, joined by the company's existing investors, [Accel Partners](#) and [Jerusalem Venture Partners](#) (JVP), and strategic investors Time Warner Inc. (NYSE:TWX), Hearst Corporation, IDG Ventures Pacific and Sedona Capital of Japan.

Double Fusion founders are Guy Bendov, an interactive media entrepreneur; CTO Dr. Hillel Rom, an expert in 3D technology and a co-founder of 3dme; and serial entrepreneur Jacob Ner-David, who co-founded [Deltathree Inc.](#) (Nasdaq: [DDDC](#)) and is a founder and managing partner of [Jerusalem Capital Partners](#).

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