

Samba TV expanding to Incline Village

By Jason Hidalgo, Reno Gazette-Journal

A technology company backed by Dallas Mavericks owner and Shark Tank regular Mark Cuban is expanding to Lake Tahoe.

San Francisco-based Samba TV announced Thursday that it is opening a facility in Incline Village, bringing 30 jobs to the greater Reno-Tahoe area.

Samba TV is part of the Smart TV movement, specializing in real-time TV analytics and providing consumers with an interactive television viewing experience. In addition to Cuban, investors of the company include Rackspace founder Richard Yoo and entrepreneur Tom McInerney.

Read the whole story