



Viewdle

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Viewdle Inc. Selected as TechCrunch 40 Company

Facial Recognition-Based Video Search Platform Launches at Emerging Technology Conference

San Francisco and New York City (September 17, 2007) – Viewdle, Inc. today revealed its pioneering facial recognition-based digital media platform during a live, on-stage presentation at TechCrunch, a conference designed to showcase and publicly launch innovative start-up technology companies. The TechCrunch advisory panel chose Viewdle, out of more than 700 applicants from 26 countries, as part of the “TechCrunch 40” featured during this sold-out conference.

Viewdle Inc.’s core technology is the Viewdle Engine, a video indexing and reference system that fuses pioneering, facial-recognition visual analysis technology along with other leading search techniques to automatically look inside video streams, frame-by-frame, to recognize and index appearances of people on-screen. Viewdle can be utilized for real-time searching and indexing as well as for the long tail of existing content.

Viewdle solves the inefficiencies that exist in current rich media indexing and searching methodologies, which rely on expensive and time consuming manual viewing and tagging or error-prone transcripts. Instead, Viewdle cost-effectively processes thousands of simultaneous video streams and delivers results in real-time with unrivaled accuracy, relevance and speed. Viewdle’s pioneering fusion algorithms, with multiple patents in preparation, have been continuously developed over the past 35 years. The company is rapidly building the world’s largest people-in-video reference database.

“We are honored to be part of TechCrunch 40 and for the opportunity to launch our company and present our technology to this prestigious group,” said Yuri Frayman, CEO, Viewdle, Inc. “Viewdle is uniquely positioned to help capitalize on the growing popularity of video-on-demand and people-based search. The applications for leveraging this breakthrough technology are endless.”

Viewdle technology benefits customers in numerous industry segments, including: content producers and distributors (e.g. entertainment & news media); video advertising and monitoring companies; search engines; cable service providers; and video archival and stock houses. Additionally, Viewdle will soon launch developer tools as well as consumer-facing applications.

Viewdle is headquartered in New York City, with offices in Luxembourg, Kiev and London. For more information, including a live demo, visit www.viewdle.com.

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