



Viewdle

About Viewdle

Viewdle, Inc. was founded in 2006 to revolutionize video search by solving the inefficiencies inherent in using text-based metadata and other existing tools for indexing video. Viewdle Inc.'s core technology is the Viewdle Engine, a facial-recognition powered digital media platform for indexing, searching and monetizing video assets. The Viewdle engine fuses pioneering visual analysis technology, continuously developed over the past 35 years, along with other leading search techniques to go "inside the clip" and identify contextually relevant appearances based on actual video assets. Viewdle automatically looks inside the video, frame-by-frame, to create a real-time index of true on-screen appearances with unrivaled accuracy and relevance. With multiple patents in preparation, Viewdle is quickly building the world's largest people-in-video reference database.

Example:

Search: Paris Hilton

For example, when you search for a "Paris Hilton" video clip using existing search methodologies, thousands of video clips will appear, but the majority of the results may not include an actual appearance of Paris Hilton on screen, may not be contextually relevant, and may not reliably showcase the point in the clip where she appeared. Instead, you may get clips where an on-screen entertainment news anchor is talking about Paris Hilton, where a YouTube user has added Paris Hilton tags to draw more attention to his video, or you may even get clips of Paris, France. With Viewdle, users are not only guaranteed videos that actually show Paris Hilton on screen, they can also search for a specific appearance and jump to an exact section within the video (e.g. Paris Hilton leaving jail and getting into her limousine). Viewdle can be utilized for real-time searching and indexing as well as for the long tail of existing content. This is the Viewdle difference.

By unleashing Viewdle technology, content producers and distributors can effectively leverage their video assets to open new revenue streams and attract, engage and retain customers/visitors. Initially focused on providing internal and private-label indexing and search capabilities to news and entertainment media, Viewdle will soon launch targeted advertising solutions, developer tools and a consumer-facing search site. Viewdle is headquartered in New York City, with offices in Kiev, Ukraine and London. For more information or to try it out, please visit www.viewdle.com