



# Viewdle

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## **Reuters Labs Launches Facial Recognition Video Search Platform with Viewdle Inc.**

*Technology Allows Real-Time Facial-Recognition Indexing and Search of Video Content*

**New York (September 17, 2007)** –Reuters Labs has launched facial-recognition search capabilities on Reuters.com using Viewdle Inc. technology. Reuters Labs ([www.labs.reuters.com](http://www.labs.reuters.com)), where Reuters showcases emerging technologies and tools on Reuters.com, will use the Viewdle engine to automatically extract metadata from select Reuters satellite streams and provide real-time indexing and search capabilities.

Viewdle, which fuses pioneering visual analysis technology, actually looks “inside the clip,” frame-by-frame, to identify true, contextually relevant appearances of people on-screen. Viewdle’s fast and factual search boosts production efficiency by enhancing the ability to locate footage and instantly cue to a precise moment with unrivaled accuracy.

“Our goal at Reuters Labs is to proactively identify emerging technologies that add value to our trusted news offerings and keep Reuters at the forefront of the evolution of digital media,” said Nic Fulton, Chief Scientist, Reuters. “By implementing facial recognition capabilities throughout our consumer-facing video offerings with Viewdle, we can study the benefits of this search technology with an eye to using it with other Reuters video products.”

“We’re thrilled to have an innovative, global news organization like Reuters validate the applicability of Viewdle technology,” said Yuri Frayman, CEO, Viewdle, Inc. “Viewdle has finally solved the problem of searching within moving media, which is especially applicable for news and entertainment content producers and distributors. This technology will be especially valuable in powering internal indexing for content providers as well as to enhance their audience-facing search and advertising capabilities.”

With multiple patents in preparation, Viewdle is quickly building the world’s largest people-in-video reference database. Viewdle technology helps content producers and distributors to monetize new and existing content; attract, engage and retain visitors; and streamline production operations. The Viewdle Engine is a highly scalable platform capable of indexing thousands of simultaneous video streams, and is available on a licensed, per-indexed hour or revenue-share basis, depending on customer need.

### **About Viewdle**

Viewdle is a facial-recognition powered digital media platform for indexing, searching and monetizing video assets. Viewdle looks inside the video, frame-by-frame, to create a real-time index of true on-screen appearances with unrivaled accuracy. With multiple patents in preparation, Viewdle is quickly building the world’s largest people-in-video reference database.



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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, as well as a consumer-facing search site.

Viewdle was founded in 2006 to revolutionize video search by solving the inefficiencies inherent in using text-based metadata and other existing tools for indexing moving media. 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 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](http://www.viewdle.com)

#### **About Reuters**

Reuters ([www.reuters.com](http://www.reuters.com)), the global information company, provides indispensable information tailored for professionals in the financial services, media and corporate markets. Through reuters.com and other digital properties, Reuters now also supplies its trusted content direct to individuals. Reuters drives decision making across the globe based on a reputation for speed, accuracy and independence. Reuters has 16,900 staff in 94 countries, including 2,400 editorial staff in 196 bureaux serving 131 countries. In 2006, Reuters revenues were £2.6 billion.

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