

# PRESS RELEASE

iPharro wins the “Government Video SALUTE” Award for excellence in video technological innovations.

**Washington, Dec 3, 2009:** *Government Video* announced that content identification leader iPharro Media has received the prestigious “Government Video SALUTE” Award. Now in its 12<sup>TH</sup> year, the award honors state of the art technology products and services that enable government entities in the video content space with efficient and innovative solutions for video content management, identification, processing and distribution. A panel of judges consisting of *Government Video* staff and contributors reviewed hundreds of products and rated them on the basis of their applications, innovation and overall contribution to the industry.

“iPharro is honored to receive this award in the category of excellence in video products. It underscores the industry's recognition that new challenges in the marketplace require innovative and effective solutions and justifies iPharro's considerable investment in building a portfolio of industry-leading content identification products,” said John Carapella, President and head of the US - based iPharro Subsidiary.

Exhibiting at Gov Expo in Washington DC on Dec 2<sup>nd</sup> and 3<sup>rd</sup>, iPharro demonstrated its slate of products that include the Enterprise Server, a flexible, scalable and robust fingerprinting engine, the AdMon / TVCM software solution for automatic TV content monitoring workflows, and the iPharro HotFolder for high volume content identification analyses.

There is a growing need for government agencies and related companies to monitor and understand what video content is out there and where it surfaces. Election-related media needs to be monitored for both research purposes and as a means of ensuring adherence to standards of fairness. Agencies and institutions concerned with national security require the ability to monitor various non-US distribution platforms to see where and how often threatening videos surface. According to iPharro CEO, Joshua Cohen, "iPharro, through the application of both its TV Content Monitoring Solution and Enterprise Server content identification engine, is uniquely positioned to address concerns related to the inability to keep up with the increasing amount of relevant content that is out there."

### **About iPharro**

**iPharro Media** is a world leader in video content identification technology, enabling companies along every step of the media value chain to identify, manage and monetize media content. The company's past and present customer base includes category leaders such as Nielsen Media Research, ZDF – one of Europe's largest television broadcasters, and the Media Development Authority in Singapore. iPharro's core competence lies not only in industry-leading technology but also in the ability to understand, implement, and ultimately productize media-centric workflows that are consistent with customer needs. For further information on iPharro's solutions, please visit [www.ipharro.com](http://www.ipharro.com)

### **About Government Video**

*Government Video* ([www.governmentvideo.com](http://www.governmentvideo.com)) is the industry's leading magazine for video users and producers in the public sector and is celebrating its 13th year covering the industry. The magazine is published by NewBay Media LLC, the world's largest publisher of audio and video publications.

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