



**NEW AT DAM NEW YORK 2009, iPharro Media's ENTERPRISE-CLASS
VIDEO INDEXING AND IDENTIFICATION SERVER PROVIDES
BROADCAST PROS WITH UNIQUE VIDEO FINGERPRINTING
TECHNOLOGY**

New Proprietary Video Fingerprinting Content Protection Offering Provides The Content Community With Indexing and Identification Capabilities That Free Them To Do Business With Greater Assurance, Efficiency — And Profitability!

New York, NY – Digital Asset Management New York 2009 - June 1, 2009 – In an introduction that brings iPharro Media's proprietary video fingerprinting technology to the community of content owners, content distributors, and broadcasters, the company today introduced the new iPharro Enterprise Server (ES), a scalable video indexing and identification server featuring iPharro's proprietary video fingerprinting technology. The ES enables customers to integrate all of the functionality of iPharro's leading-edge video indexing and identification engine into any media-dependent business process. By employing the ES system, content distributors, owners, and broadcasters will be better positioned to identify, protect and even monetize media content.

According to Joshua Cohen, CEO of Darmstadt, Germany-based iPharro Media, the company's unique offering provides broadcasters with the ability to protect their content investments more comprehensively and effectively than ever before possible. "Video fingerprinting provides a complimentary and innovative technology to DAM products that operates transparently and effectively in the background to provide broadcast and content companies with bullet-proof assurance that their business is being protected," he said.

Many professionals in the media business are overwhelmed by the demands of tracking and identifying content, not only through internal workflows and repositories, but across the unprecedented variety of distribution platforms that they now face. Digital asset and media asset managers face the challenge of preserving metatags and other descriptive information as video and audio data are processed and archived. Content owners need to monitor the Internet, television, and even mobile TV to ensure that use of their content is authorized and

ultimately monetized. The ES has the capability to empower customers facing challenges like these, recognizing that a high-speed, scalable video identification engine based on iPharro technology would offer the unparalleled ability to organize the once uncontrollable mass of video data.

The iPharro ES is based on iPharro's proprietary, patent-pending video fingerprinting technology developed at Germany's renowned Fraunhofer Institute. Just about any piece of video or audio content can be introduced to the system ("ingested") and then later identified from any video source. This means that TV channels can be actively observed, the Internet can be monitored, and archives and repositories can be scanned for instances of ingested content.

The iPharro ES is the only comprehensive solution to meet the full range of content identification skills demanded by the most complex media business processes. Due to its simple API, which is compliant to the standards commonly used in the design of Service Oriented Architectures, the iPharro ES server can be integrated into any organization's business processes without having to modify the legacy infrastructure, systems, or best practices. Video management and monitoring applications can be significantly improved within any organization with a highly-accurate, scalable, and robust video fingerprinting technology.

iPharro welcomes any potential customer to a free 30-day trial version of the ES.

"iPharro is committed to enabling our customers to manage the abundance of media that surrounds them," Cohen continued. "As the amount of video data with which media-dependent businesses must contend will continue to increase in the future, the Enterprise Server will offer the opportunity to streamline the cost-intensive identification process while creating new revenue opportunities."

About iPharro

Based in Darmstadt, Germany, iPharro Media GmbH, a spin-off of Germany's prestigious Fraunhofer Institute for Computer Graphics, is on the forefront of digital asset management innovation, enabling broadcast, web companies and other content businesses along every step of the media value chain to identify, monetize, and protect video 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. For further information see www.ipharro.com.

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