

PRESS RELEASE

iPharro Media Partners with Signiant - Joins the Signiant Integrated Product Program

AMSTERDAM, September 11, 2009: -- iPharro Media (<http://www.ipharro.com>), the German-based leader in video fingerprinting content identification solutions, announced today that it has become a member of the Signiant (<http://www.signiant.com>) Integrated Product Program (SIPP). The iPharro MediaSeeker fingerprinting technology is a perfect complement to the Signiant Content Distribution Management (CDM) software. Signiant's 3rd party partner program - SIPP allows a cost-effective way for technology providers to easily integrate components such as iPharro's MediaSeeker into the open architecture of the Signiant CDM.

"We are pleased to have iPharro included in the SIPP integrated solutions program. The combination of our advanced video fingerprinting engine and its availability on the Signiant canvas provides tremendous value to our current and future customers," said John Carapella, President of iPharro. "Our state of the art technology is an important part of the digital media content workflow and the optimal solution for the secure and economic movement of valuable media assets. Interoperability among technologies is a key to providing the complete environment for managing the media chaos that many media players have struggled to control."

iPharro will be exhibiting at this year's IBC conference in Amsterdam (booth # 7.B01) and HD World in NYC (booth #1240) and will be demonstrating the Enterprise Server, iPharro's state of the art video content identification engine. Customers in the TV content monitoring, online

monitoring and DAM / MAM workspace have already discovered the power of the Enterprise Server and its ease of integration into any relevant workflow.

"The combined talents of Signiant and iPharro will bring customers an unprecedented degree of safety and control over their content," added Josh Cohen, CEO of iPharro. "This will enable these media-focused companies to continue to focus on what they do best and leave their other concerns to us."

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 innovative video fingerprinting solutions for media management, enabling broadcast, web companies and other content businesses to identify, monetize, and protect video content. The company's 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 on iPharro's technology including AdMon, our 'New Commercial Identification' software, please visit <http://www.ipharro.com>.

About Signiant

Founded in 2000, Signiant software is trusted as an essential solution to control the movement of content and automated processes, within and between organizations. The Signiant solution empowers global collaboration during the creation, processing and distribution of digital content - enabling customers to increase revenue, reduce costs and optimize existing asset investment. Signiant is headquartered in Burlington, MA with development facilities in Ottawa, Canada and offices in New York, Los Angeles, San Francisco, London, Munich and Singapore. Find out more at <http://www.signiant.com> and read the Signiant blog at <http://www.digitalmediagalaxy.com>.

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