



Your Images & Us

PicScout's Image Registry

The Practical Solution

PicScout Today



- Market leader in Image Recognition Technology
- Customers include: Getty Images, Corbis, LIFE
- Private company, Founded in 2003
- 40 employees
- Global company
- One of 70 most innovative IT companies in Europe (2006 European IST Prize)

gettyimages®

corbis

LIFE

Forbes
E-gang Project 2005



Our Core Business: Image Tracker



- Market leader in image tracking
- Provides worldwide tracking services based on our leading image recognition and crawling technologies
- Finds tens of thousands of cases per month which can be used for:
 - Licensing opportunities
 - Infringement tracking
 - Invoicing/ Payables
 - Analytics
- Deliver “ready-to-use” reports to image owners, licensors and legal partners with all relevant information

Image Recognition Technology



Find the places where the image is being used

USA

- Unseen Reports
- Under Review**
- Compliance Management
- Compliance Statuses
- Search Reports
- My Invoices
- Excel**
 - Default By Date
 - Unseen / Under Review
- Logout
- HelpDesk

Report Data >>

Case ID: 123456
Trans. ID: 555555
Name: John Smith Company
Home Page: <http://www.johnsmithpic.com/>
Address: 1 Plaza of the John Smith Company
 Company City, Company State, 123987
Address1: 1 Plaza of the John Smith Company
City: Company City
Zip: 123987
State: Company State
Country: USA
More Data:
Phone #1: 1234567890
Phone #2: 0987654321

Status:
Remarks:
Invoice No.:
Compliance Stat:
Image:
Upload Date: Apr 1, 2009
Image Dimension: 453 x 92
Image Size: 23484 kb
Image License:
Image URL:

Catalog Image No. 42-15678958 >>



Screen Capture >>



Example
of Report

Proactive vs. Reactive...



- What if someone already has an image on their desktop or server or find an image online (e.g. via search engine or another application) and would like to license it?
- He would need to identify and locate the rights holder.

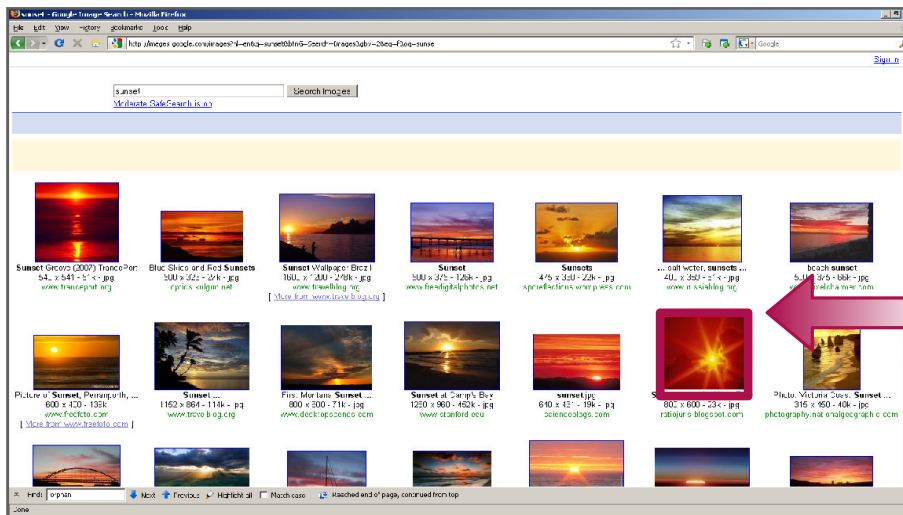


Image Report



- Owner: John Doe
- Phone: 0987654321
- Website: www.johndoepic.com
- Image size: 23484 kb
- Image dimension: 453x92

PicScout's Image Registry



Uses PicScout Image Tracker's highly scalable image recognition platform to locate the owner of an image

DEMO

This is as simple as follows:

You have an image → instantly get information on it

Benefits



- Turn a potentially orphaned image into a licensing opportunity
- Include technology in the tools for the image user to create a streamlined method to get licensing information without disrupting workflows.
- Provide an easy way to perform a diligent search which may be requested by the OW legislation.
- Proven technology:
 - Image Recognition Platform
 - Find an image regardless of the changes made to the source
 - No need to embed code into the image



Your Images & Us

Thank You

www.picscout.com

blog.picscout.com