



Video identification

What is Video Fingerprint?

- ◎ It's a DRM based technology focused on identification of non-allowed images;
- ◎ It's fitted to the new web 2.0 collaborative, where the user is the owner of the content;
- ◎ The Supreme Court's Grokster decision of a year ago implies that content owners can cause trouble for these services by dredging up evidence that their business models depend on copyright infringement;

What is DejaVu?

- ◎ It's a technology that compares images from many databases on-the-fly and identify the ones that are not allowed to be published by the user;
- ◎ it's not DRM based what means you don't have to include a file or a code along with the images;
- ◎ since you don't insert codes, it's not breakable;
- ◎ and the best: **it's already working!**

DejaVu Technology

- ◎ Completely developed in Java, run in any O.S.;
- ◎ It can be plugged in any software;
- ◎ Recognize videos in any format, including widescreen videos;
- ◎ Recognize images and videos at least 3 seconds long;
- ◎ Work in any white box hardware.

DejaVu Technology

- ◎ recognition on-the-fly (real time);
- ◎ 30x4 – Compare videos with 30 seconds in only 4 seconds;
- ◎ 0.5% of false-positives.

Applications

- ⦿ Video and ads recognition;
- ⦿ To survey ads insertions;
- ⦿ To control copyrighted video upload;
- ⦿ To forbidden some kinds of videos;
- ⦿ Disk optimization;
- ⦿ Image recognition.

Cases

- ◎ A major research company is already using DejaVu since 2003 to recognize ad material publicized by TV stations;
- ◎ Since the first development of the algorithm, its performance increased more than 4 times in speed of recognition and the false-positives dropped down to around 0.5%.

Contact

Paulo Maia

São Paulo, Brazil

+55 11 8536-6760

pmaia@mandic.com.br

skype: p_assali