



Venture Capital for iPharro – a Young Enterprise is Taking off

It happens again and again that public Internet pages like YouTube unwittingly host big amounts of illegal video footage. As in most cases the metadata necessary for recognition have been removed the tracing of proprietary content is difficult. The iPharro Media GmbH has developed a search machine serving to analyze and identify video clips faster and more efficient than with the human eye. As initial aid the company now has got four million euros from the Fund IV of the Triangle Venture Capital Group Management GmbH.

Being the only venture capitalist in Germany focusing exclusively on spin-offs from universities and research institutes, Triangle is now supporting with an investment iPharro, a spin-off of Fraunhofer Institute for Computer Graphics Research IGD in Darmstadt. The software developed by iPharro matches videos in a clip-to-clip process with video information from an existing database. David T. Fisher, manager of iPharro, explains: »According to the US Patent and Trademark Office there are every year losses amounting to 250 billion US dollars due to Internet piracy. Our technology will help to get this problem under control.«

This technology, however, is not only useful for the detection of copyright violation, it is also extremely interesting for media research. It identifies variations in commercials or monitors different TV channels in real time to get an overview of the timing of certain commercials. One of the first customers benefiting from this possibility is Nielsen Media Research.

In the scope of a technology screening the technology of iPharro Media GmbH was categorized by the INI-GraphicsNet Stiftung and the INI-Novation GmbH as marketable. They have since watched and accompanied the utilization consequently, for example by supporting the preparation of a business plan, the identification of financing options, or the search for VC investors. They accompanied the negotiation of the license agreements and the negotiation of the investment agreement. The INI-GraphicsNet Stiftung will also continue to act as shareholder and support iPharro in achieving its growth and development goals.