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**AdVestigo,  
Provider of Digital Asset Protection Solutions,  
raises € 3.5M (\$ 4.5M) from leading European Early Stage  
funds**

*Paris, November 12, 2004 – I-Source Gestion, through its Telecommunications fund T-Source and its Enterprise Software fund I-Source2, CapDecisif, and EonTech Ventures, have invested € 3.5 M (\$ 4.5M) in the first financing round of AdVestigo, a provider of Digital Asset Protection Solutions. AdVestigo’s disruptive technology uses multimedia fingerprinting to track and control the presence*

or transfer of copyrighted or critical content on commercial websites, over public networks, through Peer-to-Peer (P2P) transactions or across enterprise network boundaries.

AdVestigo was founded in October 2002 by Dr Hassane Essafi, PhD and Dr Marc Pic, PhD who crafted the technology foundation enabling the current product offering. Their industry-recognized expertise in multimedia content recognition solutions has resulted in several significant patent filings and publications. In 2002, the leapfrogging innovation of Advestigo's technology was recognized with a "Most Innovative Company 2002 Award" granted by the French Ministry of Research. AdVestigo's technology uses advanced digital analysis techniques to recognize text, audio, still picture, video, flash, binary code or source code data independently of file formats and encapsulations, and is particularly robust to original content alterations such as plagiarism, geometrical changes, dilution with other content or file format changes. It does not imply any modification of the original material.

Entering this new, critical phase in its development, AdVestigo has appointed industry veteran Michel Roux to the role of President and Chief Executive Officer of the company. Mr Roux has a 14-year executive management career in bootstrapping, managing and growing software, telecommunications and security technology companies in Europe and the U.S.A., including Thomson Broadband Systems, the worldwide Internet & Multimedia security division of Gemplus, Thinkpulse, Inc., and Streamcore SA.

The AdVigilante product line, launched in November 2003 and continually evolving, offers enterprises, media companies and individual, corporate or syndicated rights owners the tools to track and seek redress for plagiarism, illegal usage of copyrighted or trademarked materials, or illicit transfer of rights-bearing multimedia content on public websites or over open networks. AdVigilante is available as a managed service or as a software platform.

Future products under development include P2P anti-piracy solutions and Enterprise confidential information management solutions. Product details are yet to be disclosed.

"We are delighted with this significant financial backing of AdVestigo's corporate development plans, declared David El-Sayegh, Deputy Director, Copyright, Internet & Medias of SACEM. The battle against audiovisual piracy over the Internet is of paramount importance to SACEM and the media economy and we follow with a lot of interest the highly innovative solutions brought to the market by AdVestigo in this field".

AdVestigo also announces today the appointment of Mr Jacques Clay and Mr Sami Baghdadi to its Board of Directors. Mr Jacques Clay has been elected as Chairman of the Board.

Mr Clay is a veteran of the IT Industry in both France and California. In particular, he has had a 27-year career with HP, including 10 years as Vice-President and General Manager of the worldwide PC activities. More recently, Mr Clay was Chairman of the Board of NetQuartz, SA, before its

acquisition by Wstore. He is a member of the Board of Neopost SA and Wstore, and advisor to the CEO of Takasic Inc.

Mr Baghdadi is a well-known figure in the IT security industry in France. After more than 6 years with Gemplus, the leading smart card solutions provider, in particular as VP and General Manager for the Banking business division, Mr Baghdadi has for the past 3 years been President and CEO of CertPlus, a Verisign affiliate and the premier vendor of digital certification services on the French market.

“It is a privilege for me to join the AdVestigo Board of Directors in this early phase of the company's development”, declared Jacques Clay. “I am impressed by the value and differentiation of the technology and by the quality and accumulated international experience of the management team. I have no doubt this venture is poised for tremendous success considering the intensity of the growing demand for digital assets protection.”

"There is a shared belief nowadays that any company which owns valuable content is doomed to see their content copied and pirated and its value depleted, and that it is impossible to deter content theft or leaks. AdVestigo is a shining example that brilliant scientists can crack real-life problems with solutions that have an immediate business impact. AdVestigo's breakthrough technology will save significant amounts of lost revenue and other costs to all those companies featured daily on the headline news, who suffer from content theft." says Nicolas Landrin, Associate Partner with I-Source Gestion.

«AdVestigo's vision is global and it was key in our decision to invest. By enabling any content management and filtering from individuals inside a department to the extended enterprise and the web, the Advestigo team has the technology to deliver compelling business solutions” adds Yvan-Michel Ehkirch, Associate Partner with I-Source Gestion.

”Piracy, despite its immediate but short-sighted consumer benefits, will lead to stagnation of both entertainment consumption models and new artist development. Technology is helping, on one side, to offer alternatives that are desirable for consumers and protect the interests of content owners, on the other side, is assisting the daily fight against illicit usage of copyrighted content. AdVestigo world-class technology represents a powerful building block for any multimedia content protection software system.” adds Nicola Bettio, Managing Partner at EonTech Ventures.

« This round sets a new stage for AdVestigo » adds Michel Roux, President and CEO of AdVestigo. “We are delighted to welcome on board three major players of early stage financing. Their experiences in supporting high tech ventures will help us deliver on our development plans as well as accelerate our products time to market”.

### **About the investment**

Investors' counsel: Thomas Saltiel, Cabinet Joffe & Associés

Company's counsel: Olivia Le Horovitz and Erwan Cossé, Kahn & Associés

Financial Auditor : Yves Gauthier, BDO Gendrot

Intellectual Property Auditor : Jean-Yves Plaçais, Cabinet Netter

## **About I-Source Gestion**

I-Source Gestion ([www.isourcegestion.fr](http://www.isourcegestion.fr)) is a Venture Capital firm dedicated to seed-stage financing of high growth potential ventures, coming from either public or private research, and in the areas of Information Technologies and Telecommunications

I-Source Gestion manages four funds for a total amount of around €85M and has invested in 44 portfolio companies. These four funds are:

- I-Source et I-Source 2 : Infrastructure and Internet services, Corporate Software
- C-Source : Content and Multimedia technologies
- T-Source : Telecommunications Systems, Software and Services

The management team gathers a wide range of expertise in both venture capital and senior operational management roles (project management, marketing, ...). The team assists founders in refining their development strategy, in defining the first company development milestones and in refining their financing plan. The company is then supported throughout its first years after inception.

## **About CapDecisif**

CapDecisif ([www.capdecisif.com](http://www.capdecisif.com)) is a seed stage venture firm dedicated to investing in high potential, high innovation companies.

CapDecisif was created end 2001, manages around €18M and is supported among others by the Ile-de-France Region. It has 9 portfolio companies in Information Technologies as well as Life Sciences.

## **About EonTech Ventures**

EonTech Ventures ([www.eontechventures.com](http://www.eontechventures.com)) is an independent venture capital firm focused on the “Digital Entertainment & Consumer Electronics” and “Enterprise Software & Services” sectors, where it has built specific knowledge and significant industry expertise. The geographic focus is France, Great Britain and Italy.

EonTech leverages a high profile pan European network acquired over 20 years technology and business tenure of its partners. The EonTech team demonstrates entrepreneurial attitude resulting in a fast decision making process with hands-on involvement in every portfolio company.