



## **Two new directors strengthen Advestigo's management team**

***David Fischer named Directeur of Engineering and Product Development  
Christophe Tilmont named Directeur of Marketing***

**St. Cloud, France, 21<sup>st</sup> February 2005:** Advestigo, a leader in technology and services for the protection of digital content on the Internet and on corporate networks, announces the appointment of two new directors to key posts. These appointments will reinforce the management team as the company accelerates its development.

**David Fischer** has been named Director of Engineering and Product Development, tasked with managing ongoing development plans for new products and services. David is a graduate of the Paris Graduate School of Telecommunications, and come to Advestigo from Innovalog where he was an joint director. Prior to this David occupied the posts of VP of Research and Development at InfoVista, Director of Research and Development at iProgress, held managerial posts in R&D with Business Objects, and Apple Computer.

**Christophe Tilmont** takes up the post of Director of Marketing and Business Development, with respnsibility for product strategy, communications strategy, and the development of strategic partnerships. Christophe's career includes several years with Gemplus in France and the US, where he rose to the position of eBusiness Marketing Director, USA. After this he was appointed VP of Marketing at Intranode Software Technologies, the specialist in enterprise security auditing, before co-founding Mox Technologies, a company specialising multimedia software. Christophe is a graduate of the Lille Telecommunications School.

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.

Advigilante, a service offering launched on a pilot basis in February 2004 and available in production mode since October 2004, is an automated service for detecting illicit content usage on the web or on peer-to-peer networks. It is targeted at enterprises, media companies and individual, corporate or syndicated rights owners seeking 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.