



Advestigo presents its solutions for fighting audiovisual piracy on Thomson's booth at IBC 2005.

Amsterdam, September 9, 2005: Advestigo, a technology leader for the protection of digital content on the Internet, presents at IBC 2005 exhibition in Amsterdam, on Thomson's booth, partner of the Media & Entertainment industries (Euronext Paris : 18453 ; NYSE : TMS), its solutions for fighting audiovisual piracy on peer-to-peer networks.

IBC, the international broadcasting exhibition, showcases the latest technologies and foremost business ideas in broadcasting and media. Thomson and Advestigo co-present in the interactive showroom of « Grass Valley », booth #11.551, and on Nextamp's booth #8.161, the AdvestiWATCH™ and AdvestiSEARCH™ services.

European technological exhibition, IBC 2005 is the opportunity for Advestigo to demonstrate to a large professional and international audience of the entertainment content market, its services already endorsed by French music industry major players such as SACEM, SDRM and SCPP.

The services are aimed at owners of creative, artistic or industrial intellectual property rights, collective right societies, producers or distributors, audiovisual anti-piracy associations willing to assess, detect, deter and fight audiovisual piracy on peer-to-peer networks.

AdvestiWATCH™ is a tailored research service for assessing the piracy risks on peer-to-peer networks. It focuses on the detection and monitoring of the illicit diffusion of a film or a series on these networks. It allows determining in which of the standard "hacking phase" the supervised digital content is and helps the right holders assess their potential losses of revenue due to piracy.

AdvestiSEARCH™ is a managed security service operated on behalf of the right owners or their agent, which identifies Internet user terminals offering illicit content over different protocols, characterizes the traded content thanks to digital fingerprints of the musical, video or other digital components, sends detailed warning messages to the Internet end user, potentially relayed by the involved ISP, produces statistics on the peer-to-peer piracy, and targets the most active pirates to document the fraud.

AdvestiWATCH™ and AdvestiSEARCH™ are built on Advestigo's proprietary patent pending content-recognition technology, which can accurately identify and characterize files containing precise, near-precise, sampled or reformatted copies of original digital content using digital fingerprinting analysis.

About Advestigo

Advestigo is a leading provider of digital assets protection solutions. Based on Theraography™, an innovative, patented content analysis technology using digital fingerprinting, Advestigo's solutions allow automated monitoring and control of the dissemination of multimedia content.

Advestigo, a privately-held corporation, was founded in 2002 and was recipient of the French Ministry of Research "Innovative enterprise 2002" award. Advestigo is aided by ANVAR and investors include iSource Gestion, CapDecisif, and EonTech Ventures.

Advestigo's clients include SACEM, SCPP, AFP, Gaumont Buena Vista International, CXP, Disney, ADAGP, BIC...

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