



## Advestigo joins Microsoft France “*IDEES*” program and launches its range of corporate IT security solutions

**Saint-Cloud, France, June 29, 2006** – Advestigo, a major player in the field of content recognition, is partnering with Microsoft France through their “*IDEES*” (“Initiative for the Economic Development of Software Publishers and Start-ups”) program.

Advestigo was chosen by Microsoft France for the quality of its technology, the complementarity of its products with the current Windows environment and the potential for developing solutions for the new versions of Microsoft Exchange and Office. Microsoft will in turn provide Advestigo with sales, marketing and technological support.

“It has become obvious over the past few months,” says Marc Jalabert, Developer and Corporate Platform Director for Microsoft, “that corporate IT security is no longer limited to ‘protecting oneself from the outside world,’ but it must also take into consideration the control of information fluxes ‘from inside to outside.’ In light of this, a new generation of content-aware applications is emerging. We value greatly our relationship with Advestigo which combines their powerful content recognition technology and the new range of MSFT secure applications.”

Today, with Advestigo, rights-holders of protected multimedia content can identify Intellectual Property fraud on Internet or on Peer-to-Peer networks using their AdvestiSEARCH™ and AdvestiWATCH™ products. In the future, their software solutions AdvestiCHECK™ and AdvestiGUARD™ will protect companies from accidental leaks of confidential information.

“Advestigo is very pleased with this partnership which comes at a time when we are launching our new range of security solutions for companies. It is solid industry recognition of our innovative and patented technology as well as our commitment to customers in providing innovative solutions to protect their intellectual and industrial property,” says Advestigo CEO Michel Roux.

### **Microsoft France’s *IDEES* program**

Launched in October of 2005, this initiative associates Microsoft France with French venture capital firms in an effort to support innovative companies in the field of software. To date, 25 start-ups have already become partners in the *IDEES* program including Advestigo, Aliantiz, Apach Network, Boonty, Excentive, Lexifi, Prim’X Technologies, Reportive, Soorce, Sinequa, Skyrecon Total Immersion and Voluntis.

Microsoft France provides these companies with technological support by granting them access to the Microsoft Technology Center (MTC) in Paris, France where publishers can test their applications. They also provide sales and marketing support to optimize each start-up’s visibility by associating them with Microsoft’s own marketing events. Finally, online technical assistance is made available as well as access to a dedicated support system hosted by Microsoft France engineers.



*IDEES* is part of Microsoft's larger international project for "Emerging Business." France was the first European country in which the program was launched. A special team was assembled within the Developer and Corporate Platform Division of Microsoft France to manage the *IDEES* program.

### **About Microsoft France**

Founded in 1975, Microsoft ("MSFT" as listed with NASDAQ) is the world leader of software for micro-computers. The company develops and markets a large range of software, accessories and services for professional and household use. Computer technology is made available to all – from any place and at any time, using any digital tool connected to Internet.

Founded in 1983, Microsoft France has over 1000 employees. Since February 1<sup>st</sup>, 2005, its President is Eric Boustouller.

### **About Advestigo**

Advestigo is a major player in the area of digital asset protection. With Theraography™, an innovative, patented content recognition technology that uses digital fingerprint analysis, Advestigo provides solutions to automatically monitor and control the distribution of multimedia content.

Advestigo is a privately-held corporation and was founded in 2002. As a recipient of the French Ministry of Research "Innovative Enterprise 2002" award, Advestigo is supported by the French program ANVAR, and its shareholders include iSource Gestion, EonTech Ventures and CapDecisif. In 2006, Advestigo was presented with the European Information Society Technology Grand Prize award.

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

For more information on Advestigo, please visit [www.advestigo.com](http://www.advestigo.com).