



Advestigo's platform successfully handles a load equivalent to that of DailyMotion at Microsoft's Technology Center

Les Ulis (91), October 29th, 2007: Advestigo, a major player in digital content recognition, has gained, through its membership to the Microsoft France's IDEES program, privileged access to Microsoft's Paris Technology Center's intellectual and material resources, in order to carry out a scalability test of its latest AdvestiGATE™ application.

AdvestiGATE is a video identification and filtering solution for user generated content (UGCs) and other content distribution websites: *"The objective is to allow these content platforms to build viable and long-term business models. That implies a reliable identification of copyrighted videos and audio tracks so as to form a sound base for advertising revenue sharing models, for instance"* explains Michel Roux, CEO of Advestigo. AdvestiGATE implements Advestigo's patented video and audio fingerprinting technologies.

The test platform made available by the Microsoft Technology Center to provide an environment similar to production loads at large UGCs comprises a Unisys ES 7000/one machine (evolution 12 dual core Xeon processors machine) using high performance SAN storage from EMC (Clariion CX3-40) and Microsoft's Windows 2003 Datacenter Ed 64bit operating system. EMC and Unisys provide this equipment as part of their partnerships with the Microsoft Technology Centers.

Based on this environment, AdvestiGATE's scalability was demonstrated through a two level parallelization of calculus: multi-process and multi-thread. After a progressive scaling campaign, and an analysis of the results of the mission, the architects of the Microsoft Technology Center have acknowledged the success of all the porting tests of Advestigo's Theraography™ technology on the Unisys system coupled to the EMC storage: 93% of processings have been parallelized, a very high number close to the total available number of cores (24 Hyper-Thread cores, 12 3.4Ghz Xeon Tulsa processors).

For Marc Pic, Vice-President of Technical Operations at Advestigo, this scalability test made at the Microsoft Technology Center in a very high performance environment validates developments and choices of architecture made by the Advestigo team: *"It is superb for a startup company like Advestigo created in 2002 to benefit from such an infrastructure, representative of the means put in place in ASP applications, before actual deployment at our customer's premises. Microsoft and its Unisys and EMC partners firmly commit themselves to assist French innovative SMBs (Small and Medium Businesses). They provided us with considerable test power during this campaign, equivalent to what DailyMotion or MetaCafe experience in production! This unique test provides extremely important system scalability data to Advestigo's prospects and customers, who expect not only an efficient content recognition technology but also a full-fledged proven industrial solution"*.

Microsoft France and its Unisys and EMC partners wish a great commercial success to AdvestiGATE, Advestigo's latest software solution.



About Advestigo:

Advestigo is a major player of digital asset protection. Based on Theraography™, an innovative and patented fingerprinting based content identification technology, Advestigo provides automated solutions for the control of multimedia content distribution and dissemination. Advestigo, a private company, was created in 2002 and received from the French research ministry the “2002 innovative company” prize. It is funded by ANVAR and the iSource Gestion, EonTech Ventures and CapDecisif venture funds. It was distinguished in 2006 by the European Commission by receiving the “IST 2006 Grand Prize”. It counts among its customers: SACEM, SCPP, Universal Music, AFP, Gaumont Buena Vista International, CXP, ADAGP, BIC, SPPF, DICTAO or Thomson.

For more information about Advestigo, visit the company's Web site: www.advestigo.com

About Unisys:

Unisys is a worldwide information technology services and solutions company. We provide consulting, systems integration, outsourcing and infrastructure services, combined with powerful enterprise server technology. We specialise in helping clients use information to create efficient, secure business operations that allow them to achieve their business goals. Our consultants and industry experts work with clients to understand their business challenges and create greater visibility into critical linkages throughout their operations.

For more information, visit www.unisys.com

About EMC:

EMC Corporation (NYSE : EMC) is the worldwide number one provider of products, services and solutions for data storage and management. We help our customers to best leverage their information at the lowest total cost, at all steps of the information life cycle.

More information here: france.emc.com

About Microsoft France:

Founded in 1975, Microsoft (NASDAQ : MSFT) is the worldwide leader of software for personal computers. The company develops and markets a wide range of software, accessories and services for a home and professional use. That enables everyone to benefit from computer technology's power from any location and at any time, using the numerical tool of his or her choice, connected to the Internet. Founded in 1983, Microsoft France employs more than 1200 people.

To obtain complementary information, consult the following web site: www.Microsoft.com/fr/fr/default.aspx

About Microsoft's IDEES program:

Launched in October 2005, the IDEES program (initiative for the economic development of software editors and startup companies) associates Microsoft France to innovative companies from the software field. IDEES belongs to the international « *Emerging Business* » program of Microsoft. France constitutes the first European country in which the initiative has been launched. A specific team has been constituted within the Platform and Ecosystem divisions of Microsoft to sustain these few privileged high potential software editors.

<http://www.Microsoft.com/france/apropos/idees/>