



Your Images & Us

Image Tracker

Protect your images

PicScout Today



- Market leader in Image Tracking and Copyright management
- Customers include: Getty Images, Corbis, LIFE
- Private company, Founded in 2003
- 40 employees
- Offices - Israel, US
- Nomination: One of 70 most innovative IT companies in Europe
(2006 European IST Prize)

Forbes
E-gang Project 2005



Our Customers



gettyimages®

Masterfile

corbis.



you are what you create.

LIFE

MAURITIUS IMAGES
picture your vision.

VISUAL V PHOTOS
VISUAL CONTENT
www.visualphotos.com

PACIFIC STOCK

Alaska Stock
I M A G E S



SCIENCEphotoLIBRARY

ORDICPHOTOS ▷ NORI

BOKELBERG.COM
EVERY EYE FORMS ITS OWN BEAUTY



LOOK Die Bildagentur der Fotografen
www.look-foto.de

Your challenges



- **Image availability online = Image vulnerability**
 - Images available on the internet make it easy for infringers to copy and use them
 - Today, **90% of online images are used without proper licensing**
 - In a recent survey by Copyright Action, **72%** of respondents said that they **had discovered their copyright had been infringed** during the last three years*
- **What does infringement of your images mean to your business?**
 - **Loss of revenues**
 - **Loss of potential customers**
 - **Not reacting = Lack of protection of your photographers' work**

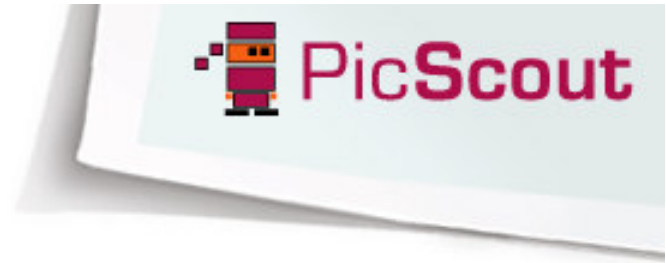
*<http://copyrightaction.com/forum/survey-shows-photographers-face-increasing-pressure-over-copyright>

Our Solution - Image Tracker



- Market leader in image tracking
- Provides worldwide tracking services based on our leading image recognition and crawling technology
- Finds thousands of cases per month which could lead to either licensing opportunities or usage claims
- Delivers “ready-to-use” reports to content owners and our legal partners with all needed information

Image Tracker Workflow



PicScout
"fingerprints"
Images

...then
crawls the
Web



Transfers report to both
Image Owners and Legal
Partner

Owners' images



Report Data

Case ID: 123456	Status: <input type="text" value="Under Review"/>
Trans. ID: 222222	Remarks: <input type="text" value="Under Review"/>
Name: John Smith Company	Invoice No.: Legitimate
Home Page: http://www.johnsmith.com/	Compliance Status: Non Legitimate
Address (Home): 1 Plaza of the John Smith Company, Company City, Company State, 1234567	Compliance Status: International Website
Address: 1 Plaza of the John Smith Company	Compliance Status: Non Commercial
City: Company City	Compliance Status: Already Reported
Zip: 1234567	Upload Date: Apr 1, 2009
State: Company State	Image Dimensions: 422 x 602
Country: USA	Image Size: 22484 kb
More Data:	Image License:
Phone #: 1234567890	Image URL:
Phone #: 0987654321	

Caching Image No. 42-1567890

Screen Capture

USA

- Unseen Reports
- Under Review**
- Compliance Management
- Compliance Statuses
- Search Reports
- My Invoices
- Excel**
 - Default By Date
 - Unseen / Under Review
- Logout
- HelpDesk

Report Data

Case ID: 123456
Trans. ID: 555555
Name: John Smith Company
Home Page: <http://www.johnsmithpic.com/>
Address: 1 Plaza of the John Smith Company Company City, Company State, 123987
Address1: 1 Plaza of the John Smith Company
City: Company City
Zip: 123987
State: Company State
Country: USA
More Data:
Phone #1: 1234567890
Phone #2: 0987654321

Status: Under Review
Remarks: Under Review
 Legitimate
 Non Legitimate
 International Website
 Non Commercial
 Already Reported
Invoice No.:
Compliance Status:
Image:
Upload Date: Apr 1, 2009
Image Dimension: 453 x 92
Image Size: 23484 kb
Image License:
Image URL:

Catalog Image No. 42-15678958



Screen Capture



Sample Report

Why PicScout?



- **Full compliance solution:**
 - **Web application** to view and track cases
 - **Ready-to-use reports** contain all information to communicate with potential infringers
 - Direct access to a **global network of legal partners**
- **Simplicity, efficiency, scalability:**
 - **Streamlines work** between you, PicScout, and legal partners
 - **No need to install software** or modify your images
- **Credibility:**
 - **Proven patent-pending image recognition technology**
 - **Leader in the market** since inception
 - **Portfolio clientele** includes world's most prestigious agencies and photographers

Other Advantages



- Image use Intelligence
 - Know where your images are, and how they're used
 - Determine if changes were made to your images
 - Produce usage analytics: domains, vertical markets, industry penetration
 - Create new marketing targets
- Boost your business
 - Assess new licensing sources
 - Increase your customer base and generate new revenue
 - Ensure your photographers and contributors are compensated for their work
 - Protect your business and your reputation

Example of Match



Testimonial - Getty Images



*"Getty Images is committed to enforcing copyright laws and ensuring that our photographers and image contributors are compensated for their work. We have been evaluating technologies to make this process more efficient and effective and **we believe that PicScout offers a highly scalable and comprehensive solution.**"*

Jeff Dunn, Chief Financial Officer and Senior Vice President



Your Images & Us

Thank You

www.picscout.com

blog.picscout.com