

**webfact**

**LABS**

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## COMPANY PROFILE

**Introduction** The Internet landscape is an ever-evolving field, rapidly growing and expanding. More specifically, over the past decade Internet users have witnessed the rapid, constant growth of online moving content and video.

**Mission** The mission of webfact Labs is to create viable and sustainable technology solutions in the field of online moving content and video. Through constant creation and innovation, and most importantly, with passion, webfact Labs will strive to create a better online video experience. Cultivating webfact Labs stems from a unique balance of technological knowledge, creativity and passion, all focused on creating a better online video experience.

**Modus Operandi** The market is flooded with products, which are too complex, have too many buttons, and are too difficult to use. Our products are designed to do less. Our products work smarter, feel better, allow us to work the right way and are easier to use. When creating webfact Labs, we followed the following guiding principles:  
Less People and Corporate Structure  
Less Meetings and Distractions  
Less Options and Preferences  
Less Features and Extras

More Creativity  
More Simplicity  
More Brainstorming  
More Thought

At webfact Labs, we believe passion is key. It guides us in following our goals and objectives, and shows our partners, clients and investors that we are truly committed to and focused on what we do.

We are guided by clear principles, which allow us to combine many areas of our technological expertise in order to deliver solutions for our client. This is fulfilled by:

**Research:** Rather than to acquire knowledge for knowledge's sake, webfact labs will strive to solve practical problems of the online video world.

**Development:** In order to create new business enterprise, webfact labs will progress current and develop new technology in order to remain ahead of the competition.

**Innovation:** Being unique is vital, and webfact labs prides itself in its progression and diversification in the field on online technology.

Analysis: Having one eye on the future of things to come, webfact labs will analyze future trends in order to forecast and anticipate future technology still to come.

## MOVING CONTENT AND VIDEO IS THE MAIN FOCUS OF WEBFACT LABS

### Core Competencies

webfact labs distinguishes between **Operational** and **Research** sub-fields.

#### **Operational – Existing and Functional Technologies**

- Video Enabling Solutions (Video Engine)
- Online Advertisement Solutions

#### **Research– Technology currently in Research**

- Search Algorithms (Face Recognition in Video)
- Viral Distribution of Video Content through Social Networking

## VIDEO ENABLING SOLUTIONS

### Details

The “offline” TV world has rapidly been converging towards the Internet. IPTV provides much more content and functionalities, and now more than ever, the user has freedom to view what he/she likes. With the growing popularity of UGC sites and content, there is great demand for the next steps to be taken. webfact labs has been developing a real time editing solution for streamed content, giving the user unlimited video editing possibilities. Combined, users will be able to edit, in real time, video captured from the Internet.

**Features:** colour transformations, geometric distortions, basic sound processing, transitions between clips, diversity of effects, time tagging, meta tagging, advanced voting tools, recording studio, video on-demand, trailer generator.

## ONLINE ADVERTISEMENT SOLUTIONS

Details Online video advertisement has been primarily based on pre-roll ads, appearing prior to the beginning of a video clip. However, studies have proven that this approach will no longer fit the needs of online advertisers. Therefore, there is currently a need for an alternative online advertising solution. The online advertising market is attractive now more than ever. webfact labs has been able to create a viable solution to this issue.

**Features:** next generation virtual product placement technology, comprehensive video serving solution, dynamic and switchable product placement campaigns across all distribution platforms.

## SEARCH ALGORITHMS – VIDEO / IMAGE / AUDIO RECOGNITION - RESEARCH

Details webfact labs will pursue bridging the gap between the text-dominated search engines (e.g. google.com) and the plethora of video site (e.g. youtube.com). The ability to conduct image based searches, i.e. face recognition, will dramatically advance the way people search, find, and access people, images and videos.

**Features:** face and voice recognition engine, digital media platform for easily indexing, recognize actual appearances of people on screen, search by image and audio

## VIDEO CONTENT INTEGRATION WITHIN SOCIAL NETWORKING PORTALS - RESEARCH

Details The rapid rise and growth of social networking portals has been well documented. More and more Internet users are joining such networks (e.g. facebook, mypace). These portals may act as superb traffic creators and aggregators. Integrating video into social networking portals will be beneficial on both the social networking side and the video content side.

**Features:** viral video placement, distribution, seeding, interaction with leading social networking platforms such as facebook and myspace, word of mouth viral marketing