Fast & Scalable Video and Image Identification
Founded in 2008, Videntifier is the result of a joint research project with IRISA-CNRS in Rennes, France aimed at the intersection of computer vision and database technology.
Technology – SIFT fingerprint generation
Technology – Robustness and cross format matching
Customers and Partnerships

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SIFT


- Available to use, free of charge, globally, with the exception of NA.

- Available to use, free of charge, globally, as of March 2020.

- This provides opportunity for interoperability in the field of copyright protection, while preventing vendor lock in.

- The fingerprints are a one way hashing with no way to recreate content.
Local descriptors Vs. Global descriptors

- Local descriptor technologies (such as SIFT), can contain hundreds of key points/descriptors in a single frame, together combined into a fingerprint. This allows for very robust matching to modified content and it is capable of partial matches. This also means, that for videos, the key points between frames can be merged, compressing the size of a fingerprint for an hour of video, to the size of a fingerprint for 200 images.

- Global descriptors, on the other hand, are calculated on a frame by frame basis. Meaning that if a frame is modified, they have a very hard time matching the original content.
Drawbacks of local descriptors & the Ventifier solution

• Local descriptor technologies (such as SIFT), as they can contain hundreds of key points per frame, are computationally expensive and "heavier" than global fingerprints.

• Ventifier has solved this problem with its' database technology. The fingerprints can be deployed at a competitive computational cost to other technologies and at the scale of even the biggest platform.
Our key competitive advantage

Unparalleled Lookup Speed

A single mid range server can store up to 200,000 hours of videos and a single frame can be found within the dataset in 25-30 milliseconds. It is possible to search on the order of 10,000 hours of video a day.