PicScout

San Francisco, CA

Statement of Maya Gura,

Director of Marketing and Sales,

before the

Subcommittee on Courts, the Internet and Intellectual Property

of the House Committee on the Judiciary

on

The" Orphan Works" Problem and Proposed Legislation

March 13, 2008

Chairman Berman, Ranking Member Coble, and Members of the Subcommittee, my name is Maya Gura and I am honored to testify before you today.

I am here representing PicScout, a young technology company based in San Francisco, CA and Israel. We specialize in image recognition technology and offer image recognition services to our clients who are both copyrighted content owners and users. Our technology can match images, or partial information of an image – such as a single face of one person in a crowd, with 99% success. With approximately 60 employees on board, PicScout was selected by Forbes Magazine to be a part of "Forbes Israeli E-gang" and we were also named "one of 70 most innovative IT companies in Europe."

PicScout's leadership thrives on challenges. We strive to provide both content owners and users with innovative solutions. For example, we offer advanced web crawling capabilities to help address piracy on the web and also maintain a massive database of copyrighted digital files through which copyright owners can be found. Our proprietary Image Recognition technology was originally developed for Homeland Security purposes.

Today, in the consumer marketplace, our flagship product is called the Image Tracker™. Image Tracker™ monitors visual content, including photographs, across all media globally, and reports to our clients thousands of commercial infringement cases in a month. Working with the photography industry and supporting it for the last 5 years, we enable our clients to proactively enforce copyrights of their valued materials by tracking the usage of their beautiful images. Over the years, we have established relationships with our partners and now track the use of millions of digital files stored in our huge centralized database. Moreover, we have been extremely proactive about offering our services to photographers of all levels, frequently at a very little cost to them, in order to encourage them to take action against copyright violations.

We are well aware of the problem of Orphan Works in the copyright community and pleased to be a part of the solution. We believe that PicScout, and other

technology companies, offer many options to copyright owners and users alike, and we will continue to play a significant role. Technology and market solutions will get better and better as more business models develop. In the past two years, various solutions have begun to emerge targeting specifically the Ophan Works issues. This past December, PicScout was honored to present a demonstration of a new product of ours, called the Content Clearance System, at a briefing for Congressional staff, organized by the Copyright Office. I am not able to demonstrate our technology for you today, but I would like to describe it to you.

The Content Clearance System contains a massive, secured database of innumerable digital fingerprints and their ownership information, robust Image Recognition comparison engine, and a friendly interface for public queries, easy to access using the popular search engines. When a user uploads an Orphan Work to our system, it is compared to the full database of stored files and instantly provides with an accurate result.

This system targets the simple person who wants to use any digital file, and doesn't know who it belongs to. All he has to do is go online, upload this file to our clearance system, using our friendly interface, and click on a search button. Our system will compare this file to millions of other files, already stored in our secured database, and the user will receive an email notification with copyright owner detailed contact and licensing information. While performing this reasonable and diligent search at a little or no cost at all, the users will have the ability to decide whether they can and want to use the content.

PicScout strongly believes that our technology can help the person who wishes to search for the owner of an Orphan Work to identify the ownership of the visual file, even when the file is highly distorted. For example, our technology is fully capable of recognizing an image even when large portions of it were deleted or colorized. During our web monitoring process, we routinely identify matches based on small portions of visual content, and I am confident that we could provide the same level of accuracy when orphan works users search our database having only partial material to work with.

PicScout is happy to be a part of the various technological solutions available to the good-faith user. But even more, I am proud to support the artists and encourage the great creation of art.

Thank you.

I am happy to answer any questions you may have. Also, although we are on the West Coast, PicScout is available to you for demonstrations or additional meetings if that would be helpful.