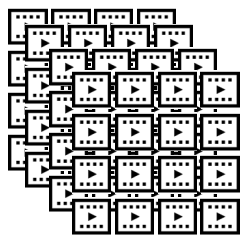# VIDCOVE

Vision

With our solution, clients can analyse thousands of terabytes of video data in matters of minutes. The footage is mapped, filed and categorised so it can be utilised without the need for a human viewing the data in real-time view. Once the data is mapped our software displays instant overview where relevant video data can be accessed and used.
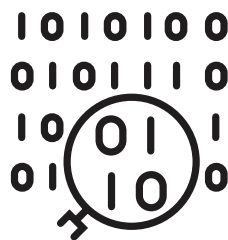
Market

Our solution is aimed at film, tv and video content production companies. 500 hours of video are uploaded to Youtube every minute. On average five minutes of footage is made for each minute. Hollywood will have a ratio from around 20 to 1 up to 480 to 1. Our product analyses footage automatically and displays thousands of minutes of video in a manner easily accessible and strips away the need to view footage realtime. Usage is not limited to production companies but can be used in any situation where large-volume of image data must be analysed and used.

Why production companies are our initial focus? They are acutely aware of this issue and face it every day. For us, these entities also represent a full chain of image data use. *Continuous production (new footage) / Editing / Storing / Publicing / Re-sell and copyright compliance as sellers and users.*
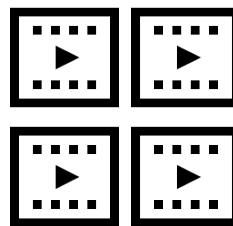
How it works

Client inputs up to thousands of terabytes of data.

Analysed to retrieve relevant data points.

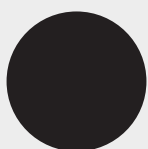**Human readable overview and search displayed.**

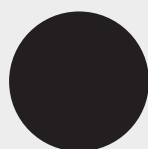**Low-cost editing, distribution and re-sale**

Revenue Model:
- Service fee.
- Subsciption
- Revenue share on added value-adding services or fixed fee.
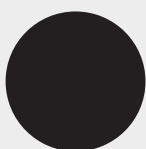
Go-to-market

We have approached production companies as initial clients. Word has travelled fast within the industry and there is clear excitement for our product. We have identified key features for a first realise and confirmed with initial clients the value and usability of our solution with those limited features.
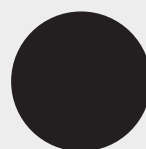
Gunnar Jörgen Viggósson
CEO

Gunnar Ingi Stefansson
Developer

Páll Gunnarsson
image recognition

Thor Fanndal
Project management

Our team has extensive experience in software engineering, image recognition technology, business development and project management