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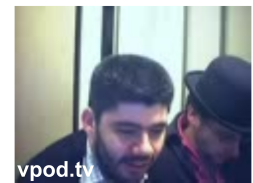


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RSS #8: meet Frédéric Levaux, CEO of Codasystem

There are a number of ways to become an entrepreneur. The most common way is to start a company from scratch, based either on a great idea, or great execution of an existing idea. **Buying a company or part of a company is another way to go the entrepreneurial route.**

The latter is the way that Frédéric Levaux chose to go. He joined forces with a small venture capital firm to buy a stake in the company and start a turnaround of a company that had focused up to now more on R&D than on building a business. The concept of Codasystem is rather interesting, although maybe a bit tough to understand for me in terms of real innovation in IP and algorithms.

Frédéric's company has developed a number of processes and algorithms to uniquely and unmistakably identify the moment, the location and the photographer of a picture, or better said a way to prove the integrity of a picture. He does he do it ? His software works either on a laptop, or is embedded inside cameras or camphones: they get a unique timestamp from a satellite; coordinates from either the GPS system or GSM triangulation (actually he identifies the cell of the closest tower), identity of the person by a unique cryptographic key, and "hides" all this information inside the picture in an invisible layer, in a similar way to watermarking. If the picture is tampered with, all this information loses its integrity and you know it is not the original.

His market is more of a B2B market where pictures need to be produced in court, and be reliable (ie. not photoshopped...). He's already helped a case find a proper solution. Construction workers, architects, lawyers, outdoor advertising companies, courier businesses, security companies, etc. could all use the system to provide a legal proof that they did something when they were supposed to.

I feel there might be a lighter version for the B2C market as well. Wouldn't it be great to add GPS information to your EXIF data on your picture ? And then have a service plot your pictures automatically on Google Maps ?

My concern is that his deployment strategy, although defensible, will heavily depend on

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