

Organisation Overview:

Idée Inc. is a privately held and privately funded, Toronto-based software development company specializing in designing and developing visual search software. The company was founded in 1999 by Leila Boujnane and Paul Bloore, both successful entrepreneurs with a record of achievement in commercial software development.

Technology Overview

As a result of its significant investment in research, product development and image processing expertise, Idée is positioned to become the leader in visual search technologies. Idée's flagship product, Espion™, allows users to find images and videos based on their appearance or visual attributes. For example, given an image (or a shot in a video) to look for, Espion can find all the images that look like it, amongst hundreds of thousands of others, in fractions of a second. Idée's software provides scaleable, precise and robust applications for a large number of industries including: Stock Photography and Footage, Digital Asset Management, Broadcast and Entertainment, and Consumer Photo Management.

Organisation Partners:

National research council (Canada), Framepool (Germany), others that can not be disclosed.

Partnering Needs/Opportunities:

- Business: implementation of next generation search technologies in large image and video archives
- Technology: Users of leading new technologies in eMedia and business
- Technology and Business: Pilots and trials for market oriented industrial R&D
- Collaboration research in image processing for applications in extremely large image and video archives.
- Industrial strength image processing capabilities
- World leading visual search software and research ready for implementation, enhancements or modifications for specific needs
- Leading implementations of visual search software

Presenter Biography:**Leila Boujnane, Co-Founder and Chief Executive Officer**

Leila Boujnane has been instrumental in formulating and implementing a strategy that made Idée a leader in the development of visual search solutions. She is responsible for all aspects of strategy, growth and development. As Chief Executive Officer with over a decade of experience in software development, she brings leadership in a constantly changing marketplace as well as superior industry and technical expertise. Prior to founding Idée Inc, Leila held senior consulting positions in numerous international organizations in the commercial and public sectors, including Algorithmics, Infinity Financial Technology and Bank of Montreal. She was a pioneer in the early development of multilingual multimedia solutions, creating award-winning applications for some of Canada's largest financial institutions.

Paul Bloore, Co-Founder and Chief Technology Officer

As co-founder and CTO, Paul oversees all aspects of software development for the firm, including research, architecture and engineering. At Idée, Paul is responsible for the strategic and operational technology direction of Idée and its pioneering visual search software, Espion™. With over twelve years experience in software development, Paul brings extensive technical experience and expertise to his role at Idée. Prior to Idée, Paul was a co-founder of TrueRisk Inc. TrueRisk, founded in 1993, grew to become one of the leading developers of quantitative risk management software, setting industry standards for risk management solutions, with clients in financial centers worldwide and over 110 installations. TrueRisk was acquired by SunGard Data Systems in 1999.

Established: 1999**Number of Staff/Employees:** 12**Industry Sector:**

Information and
Communications
Technologies

Products/Services:

Visual Search
Software

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