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“Taking VideoDNA Across the Pacific Ocean”

From the heights of Singapore’s colossal downtown structures, it feels as though one can see the entire continent of Asia—the perfect vantage point for companies like ours that keep a firm grip on the tech trends of this rapidly evolving region. Singapore’s technical prowess, strategic geographic location and cosmopolitan environment have provided us with a perspective afforded by no other location in Asia. And today, the world’s most innovative, competitive, and business-friendly city-state is clearly focused on meeting the needs of a rapidly developing, techno-centric Asia.

Featuring a world-class ecosystem and support structure, companies around the globe select Singapore as a springboard from which to tap into Asian markets, and we, at Vobile Inc, have aspired to exploit this opportunity to its fullest potential.

Started in 2005 in the US, Vobile has since grown to become a leading provider of video content identification and management products and services in the digital content value chain and across all platforms including mobile. In 2010, our Asian client base was growing rapidly and we were searching for a suitable location to better serve our existing clients and from which to foster new Asian relationships. We eventually picked Singapore as a location to establish our regional headquarters given the country’s connectivity to major markets in this region and its pool of talent.

To quickly expand our business footprint and accelerate our revenue growth in Asia, we worked closely with **EDBI**, our investor, and a leading global investment firm headquartered in Singapore. EDBI’s deep Asian network and knowledge of the industry and the region, together with their active interest in working with us on our Asian expansion, enabled us to ramp up our operations very quickly, get connected to many Asian business partners as well as obtain support from the Infocomm Development Authority (**IDA**), a Singapore government agency, for the development of our next-generation digital media technologies.

Today, Vobile’s VDNA® technology is recognized as a leader in online video content identification services in Asia and around the world. The ability to accurately identify and automatically track digital content usage online helps rights holders to unlock huge revenue potential inside today’s emerging new media platforms.

A foothold in Asia presents us with significant new opportunities in digital media distribution and consumption due to the region’s advanced broadband and wireless infrastructure. Singapore’s inherent attributes and robust intellectual property protection regime means Vobile is well-positioned to tap into the new business opportunities of the digital age, and enjoy the growth of an increasingly strategic Asia market.

IDA — the Infocomm Development Authority of Singapore — has teamed up with VentureBeat to explore Singapore’s potential as an Asian launchpad in a series of posts that will culminate in a live video webinar. This post is part of that series. To read the full series and sign up for the webinar, [go here](#).

About Vobile:

Vobile is the leading provider of video content identification and management services. Its core VDNA technology enables fully automated identification, tracking and management of any video and audio content with high performance, accuracy and scalability. Vobile operates the VDNA Database (VDDB), which is the most comprehensive database of authorized video fingerprints, metadata and business rules from major movie studios, television networks and record labels. Founded in 2005, the company is headquartered in Santa Clara, California, with additional offices in China, Japan and Singapore. For more information, please visit <http://www.vobileinc.com>.