



simbals

similarity between audio signals

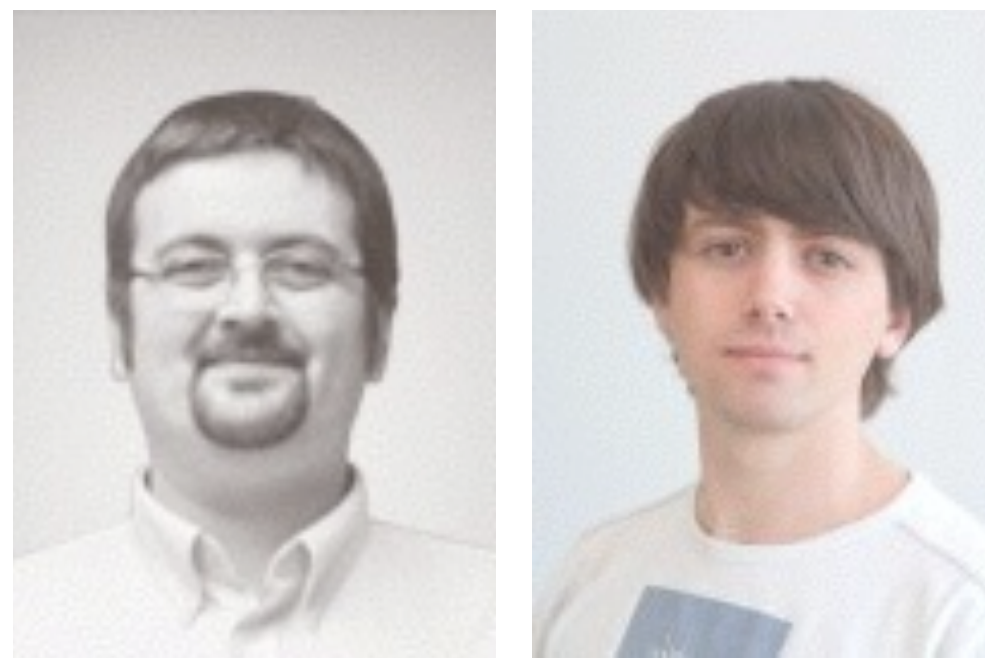


- 2007-2010 : Projet ANR JC au LaBRI
- 2010-2011 : Incubateur Régional d'Aquitaine (IRA), Aquitaine Valo
- 2011, 2012 : Lauréat du concours ministériel de création d'entreprise innovantes du Ministère de la recherche et de l'enseignement supérieur
- 2012 : Autorisations déontologie, dépôt 1er brevet, conventions SATT
- 2012 : Création de la société SIMBALS SAS par 4 chercheurs associés



**Membres fondateurs**

Pierre Hanna - Matthias Robine - Pascal Ferraro



**Ingénierie, technique et production**

Florian Iragne - Benjamin Martin

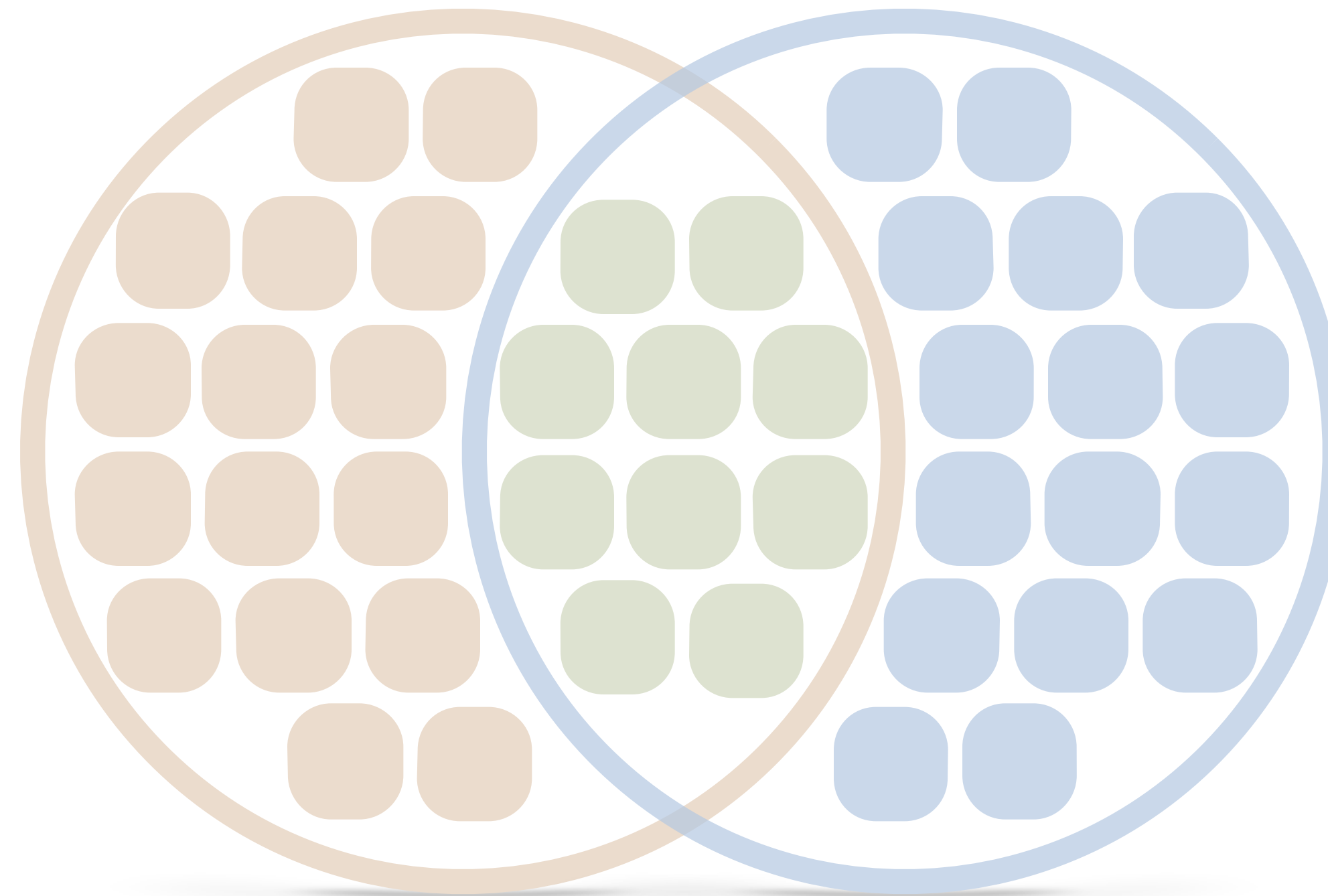


**Marketing, business development & commercial**

Tony Chapelle



simbals = convergence of 2 research domains



**Signal processing**

**Data mining**



# Technology & Innovation



# for **digital music**







# for **brands & media**



identification



synchronization



# Music database & references

## 5 Millions

of music fingerprints with metadata



yacast.

Snowite



UNIVERSAL MUSIC FRANCE

Arobas  
MUSIC

Def  
Jam  
recordings  
France

AdFab

Yummy  
pets  
social network for cute pets

Encore Merci  
Éditions • Productions Musicales

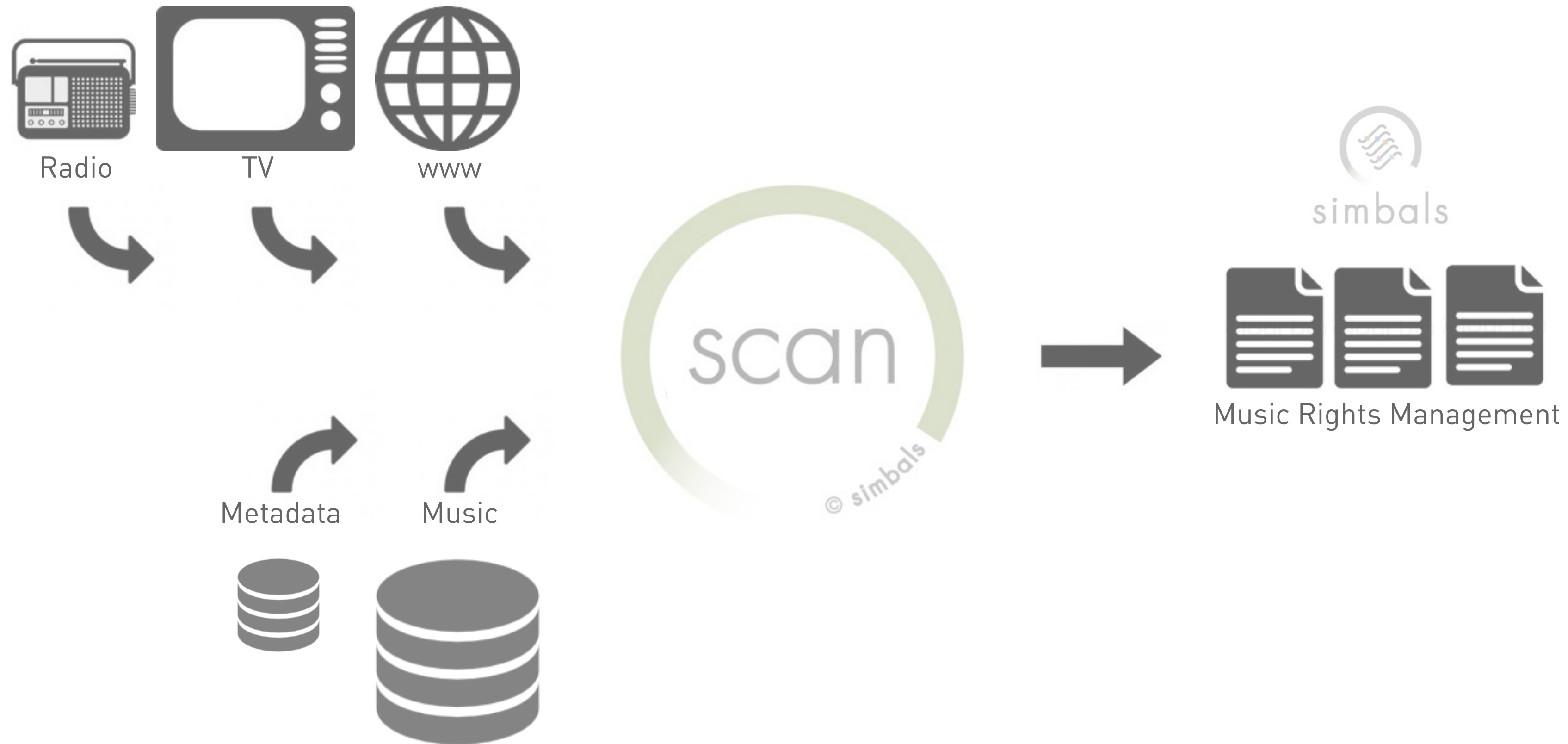
synchronized







# simbals **associates mass media with artist copyright**





simbals **associates music with digital music services**



identification



 **simbals associates customers with artist content**



Artist



Contents



Customer

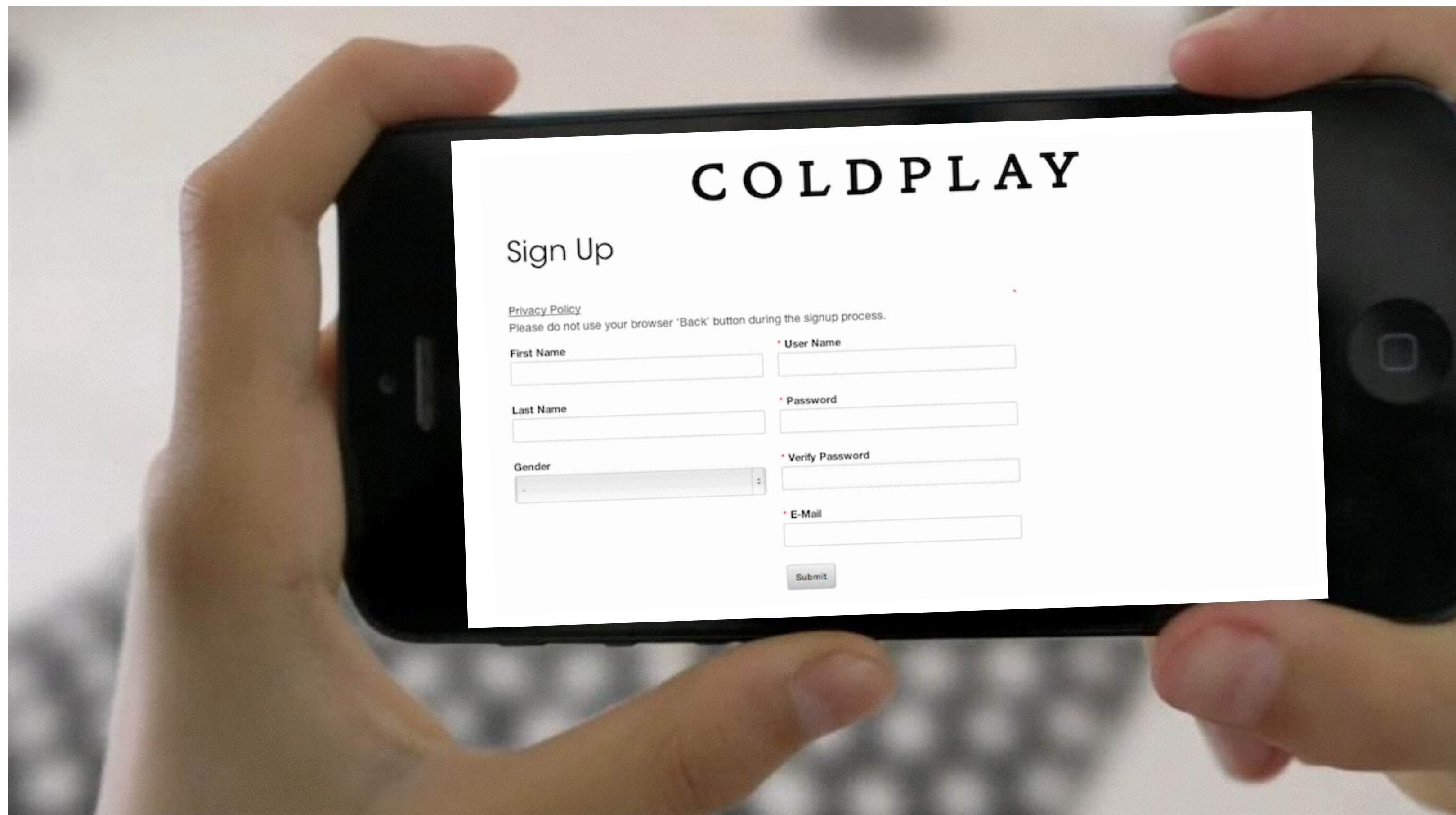






Identification of a song, a video clip, a message from an artist





**Example** : CRM for unique / exclusive experience with an artist





**Example** : Premium access to exclusive artist content

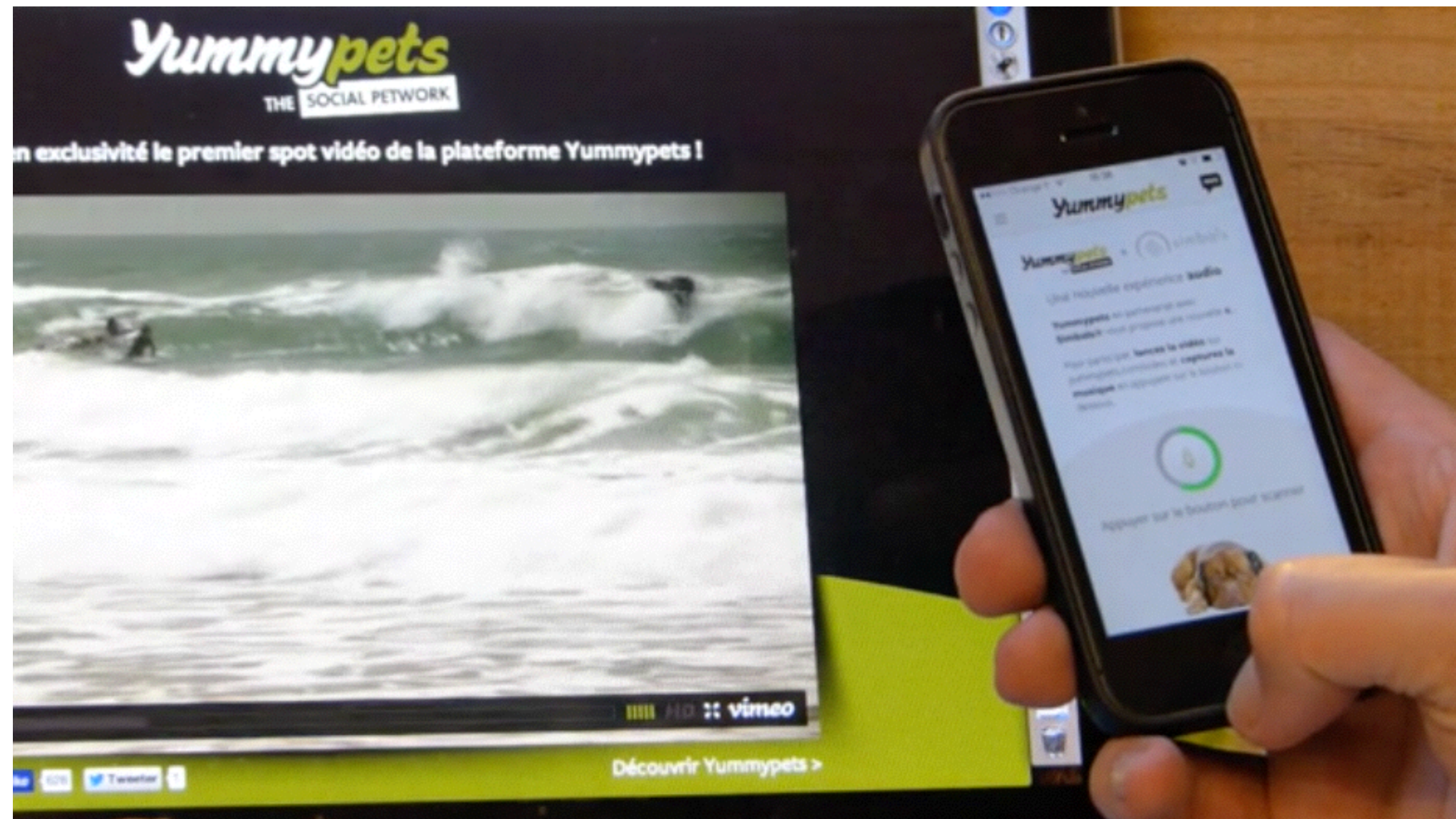




simbals **brings music and brands together**



identification



**Interactive Shopping Experiences**  
Award in SIEC 2014





simbals

**synchronizes TV with second screen applications**



synchronization



synchronized





simbals

similarity between audio signals

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**www.simbals.com**