



For Immediate Release

Polaris Vanguard LLC Announces Image Analytics Toolset for Online Communities

Makati, Philippines – March 7, 2009: Polaris Vanguard LLC announced today a software application for image content moderation for the web.

Users of social networking websites and online communities generate 25 million posts per day worldwide, including blogs, images and videos. Administrators of those sites face significant risks if users upload inappropriate content. Currently, the solution for this is to hire or contract persons to review all uploaded images one-by-one prior to release, but as the user base and usage continue to grow, the costs and scale associated with this approach continue to grow as well, with no meaningful scale economy. Image analytics offers an attractive alternative.

The new image analytics software program can automatically recognize benign images and forward them into a green channel. Except for quality audits, as specified by the client, no agent review will be required for images that are approved by the program. Non-approved images, on the other hand, will simply flow through to the normal agent review process, as before.

“We will continue to customize this application to further increase the take-up percentage into the green channel and to further adapt to specific end-user requirements, but it is certainly very gratifying to be at this stage,” commented Polaris Vanguard President, James Griffin. “We have already processed about

20,000 images through the application so far with no cases of objectionable content passing through our safety net.”

Prithvi Information Solutions, was the solutions partner on this project. “Prithvi has assembled an enviable team of mathematicians, statisticians and computer programmers to get the project to this stage,” noted Griffin. “Prior to this, we had talked to the supposed ‘industry leaders’ in image analytics and their feedback was that this project was beyond their capabilities.”

“We are very pleased to be partnering with Polaris Vanguard on this project,” noted Prithvi’s Chief Research Officer, Dr. Dakshina Murthy. “Polaris Vanguard provides deep domain expertise in the contact center and BPO segment which was critical in scoping and defining the project, and Polaris Vanguard also conducted ongoing calibration sessions over a period of many months, which was very important in assuring that our analytics work was aligned to client definitions and requirements.”

Polaris Vanguard can also provide a low-cost, off-shore solution for the manual review of images as well, Griffin noted.

About Prithvi Information Solutions

Unica (www.PrithviSolutions.com) is a global IT consulting and engineering-solutions company. Founded in 1998, Prithvi already ranks #14 on the NASSCOM leader board of top services exporters and was ranked among Deloitte’s

Technology Fast 50 India 2008. Prithvi has 3,300 global team members and is certified CMMi Level 3, ISO 9001 and ISO 27001: 2005.

About Polaris Vanguard™

Polaris Vanguard LLC (www.polarisvanguard.com) is a specialist in design and implementation of analytics projects, and is based in the Philippines. Polaris Vanguard provides analytics solutions for a variety of segments, and does this through a combination of best-of-breed and proprietary solutions in each of the segments it serves.

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