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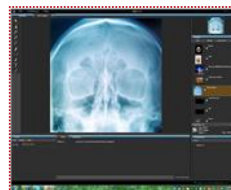
SOFTWARE

Aussie file-sharing platform heads for a Frankfurt IPO

By [Sholto Macpherson](#)

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Shares gigabyte video files online without pixelation.

A Perth software development company has released a collaboration program that can share, manipulate and view large video and graphics files online with no pixelation or break down of the image.

The company raised \$6 million from Australian investors over five years to pay for development. It is seeking another US\$5 million to float on the Frankfurt stock exchange, and has later plans for the Nasdaq.

Vistime uses an algorithm to play video or rotate 3D graphics such as CAD drawings with up to 67,000 users watching, commenting or controlling the image or object.

Files in up to 80 file formats including PDF, CAD and various video containers can be dragged from the desktop to the program and shared with other users.

"The verticals are strong and the product is timely," Glenn Weiland, Vistime's senior vice president of global marketing, said. "Organisations' travel budgets are being cut and Vistime gives them the ability to collaborate instantly without travel. It saves time and money - and lives, in the medical industry."

The program was initially developed to share large, several-gigabyte video files between international studios and works by only sending the changed information rather than the whole file.

However, "When we created the product we realised that our technology was a platform that could be OEM'd into various verticals and companies globally with an SDK (software developer's kit)," said Glenn Weiland, Vistime's senior vice president of global marketing.

Vistime is selling its product through channel partners in the US, Europe and Australia.

Vistime is targeting eight industries; medical, engineering, mining, education, architecture, agriculture, media and advertising.

The company is in discussions with the medical industry in Germany and Holland with an eye to using the program on the Apple iPad. It has just completed a white label program with videoconferencing company Viewocity in San Diego.

Other interested customers include the mining industry, which can examine video of oil wells, and CCTV users. Construction company Mirvac has been using the product in Australia to collaborate with architects.

The company has released plugins for Cisco WebEx and Microsoft SharePoint.

A consumer product called Visme is also in the pipeline. Visme will allow

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people to share their wedding videos with family overseas in several locations at the same time, said Weiland.

Pricing varies per vertical but is based on US\$200 per user, said Weiland.

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