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Google absorbs Phonetic Arts

Wednesday 8th December 2010



Courtesy: <http://phonetic-arts.com/>

Google has added its second only UK company, **Phonetic Arts of Cambridge, England** (back in April it acquired start-up **PlinkArt**, the visual search engine for mobiles) and also acquired US video software maker **Widevine Technologies**.

Phonetic Arts CEO Paul Taylor (right) started his academic career working his way through the ranks at Edinburgh University, eventually becoming director of the world renowned Centre for Speech Technology Research. During this time he was at the forefront of many advances in speech synthesis, including the unit selection technique and the use of mark-up languages.



Google's nationality **acquisition** preferences are intriguing, with three each from Germany, Canada and Sweden, two from Australia, Israel and Korea and UK and singleton buys to date from China, Switzerland, Greece, Finland and Spain.

Phonetic Arts will help Google support speech synthesis to support natural computer speech from recorded voices. Widevine will allow the company to stream videos to consumers, supported by optimising software with a digital rights management (DRM) platform.

Streaming video reports **Mediapost** is rapidly becoming the standard way now to find and watch on demand on sites like Google's YouTube, where people view more than 2bn videos daily, and popular movie subscription services and tablets, writes Mario Queiroz, Google VP of product management, wrote in a blog post.

Google maintains Widevine's agreements with customers and provide support for existing and future clients such as AT&T, Best Buy and Netflix. The plan is to build Widevine's technology into Google's to enhance both sets of products, improving lagging video content available through devices such as Google TV.

Widevine's DRM management tools offer encryption, key management, distribution and consumption of digital media control, according to the company's Web site.

Pre-configured policies, digital rights and encryption are applied to inbound assets, automatically registered with Widevine and the CMS, then uploaded to a destination partner network or CDN.

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Widevine **CEO** Brian Baker said with growth of Internet video network-connected devices, it has become increasingly important for technology to provide consumers with the capability to watch what they want, when they want, and where they want.



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