

## ***Dragonfly HD Web Video Distributor Raises \$3M in Angel Funding***

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**Dragonfly**, a NY-based company specializing in Internet video distribution, founded in 2006, has announced today its receipt of \$3m in angel investments from a variety of sources, including Ed Herrington (VistaPrint funder), David Solomon, and former NFL athlete Joe Theismann.

The Web video distributor purports to be building a “next-generation HD video network,” and is looking to secure customers big and small with a technology that “vastly improves the way online video is compressed, delivered, and measured.” Measured being the most prominent keyword.

The company recognizes the potential of the Web video market - one with a revenue estimation of some \$1.38bn in 2007 - and is looking to deliver its so-called flagship product, dubbed Movie Maker, to allow content producers to “publish, *track*, *monetize*, and *analyze* video” in order to garner the best returns on their media investments.

**Movie Maker**

Whether Dragonfly can sell its software and services convincingly in an industry commanded by the likes of **Adobe**, **Microsoft**, and other big, reputable brands, can really only be effectively determined through real-world experimentation. Having taken a brief glimpse of the company’s video, we can say that video quality of a stream taken direct from Dragonfly’s homepage appeared quite impressive, visually speaking, but only under substantial pressure from a large number of end users can one truly gauge the resilience of Dragonfly’s technology.

Recent Dragonfly customers include **Adweek**, **Stax Museum**, **Architecture for Art**, and **Mediaweek**.