

Kendra Foundation

Website: <http://www.kendra.org.uk>



Kendra Foundation, a non-profit company limited by guarantee (company number: 4643358), has been registered to host Kendra Initiative.

- To provide an organisational, legal and infrastructure framework for Kendra Initiative.
- To ensure that Kendra Initiative trials continue to exist beyond the participation of interested organisations and individual volunteers.
- To enable the contributions of intellectual property and funds on a sound basis.
- To provide a vehicle for limiting legal exposure while participating in the trials and contributing to software projects.
- To assist with the coordination of marketing efforts, meetings and conferences.
- To provide hosting for Kendra Initiative's website; and to develop web/email tools to facilitate the collaborative design process, between Kendra Initiative Participants, necessary to create the Kendra System.

Kendra Initiative is an international media, technology, academic and industry alliance. The mission is to foster an open distributed marketplace for digital media (including films, music, images, games and text). The initiative researches, recommends and develops enhancements to the digital media marketplace that facilitate interoperability between and revenue generation for content owners and service providers; to enable consumers to use any device or application to browse, search and purchase content from any content catalogue, seamlessly. Its goals are to:

- Simplify and streamline buying and selling digital content by driving industry adoption of open protocols.
- Enable interoperability between service providers, media applications and devices - every link in the content value chain.
- Build a system where consumers can use any device or application to browse, search and purchase from the globally distributed collection of content catalogues.
- Create a more pleasurable buying experience for consumers and increase reach and revenue for content owners.

Relevant Projects:

- **P2P-Next** (Next Generation Peer-to-Peer Content Delivery Platform) EC FP7 IP commenced early 2008
- **Valid** (Video Access and Licensing Identity Database for Education) UK TSB commenced mid 2009
- **Saracen** (Socially Aware, collaborative, scalable Coding media distribution) EC FP7 STREP to commence early 2010

Key Personnel Resumes:

- **Daniel Harris** is an entrepreneur and Internet content expert. Daniel is currently leading an initiative, which he founded in 1999, to promote an open content marketplace for the Internet, called Kendra. The aim is to drive interoperability between and within every link in the content value chain - to enable any device or application to browse, search and purchase content from any content catalogue, seamlessly - driving increased revenue to content owners and a more pleasurable buying experience for consumers. Daniel has worked extensively in the UK Internet industry. In 1996, Daniel co-founded Cerbernet and served as CEO till late 1998. Under his watchful eye Cerbernet grew to become the UK's leading independent

broadband Internet Service Provider. Cerbernet was acquired for over 4M GBP by First Telecom early in 2000 - at the height of the dotcom bubble. Daniel then worked for Atlantic Telecom as their Content Delivery Adviser till early 2001. In 1994 Daniel co-founded Cerberus, whose CDJ (Cerberus Digital Jukebox) was the first system for copyright protected Internet-based music distribution. Drawing on video broadcast experience, Daniel specified MPEG compression, encryption and distribution technologies for the CDJ. The CDJ went on to influence a whole generation of online music stores. Daniel is a keen environmentalist. He is CEO and owner of Freewheelers - the international lift share website, matching passengers to car drivers, to reduce journey costs and pollution from car travel. Daniel was educated in art and design at London's Camberwell College. He currently resides somewhere on Dartmoor in deepest, darkest Devon, UK.

- **Neil Harris** has designed a wide variety of technical and software solutions in a range of fields including the film, TV and telecommunications industry. With a background in mathematics and computer science, he was a founder of and later managing director of Sohonet, whose award-winning high-speed network interconnects the film and media industries of Hollywood, London, New York, New Zealand and Australia. He was also a key member of two other companies (Lightworks and the Computer Film Company) which in each case used innovative software to pioneer new digital markets and applications. Neil has received a scientific and technical Academy Award for his work on the Lightworks digital film editing system, and a BKSTS technical and scientific award for contributions to the media industry.
- **Darren Mothersele** is an experienced web developer and Drupal specialist, with a background in computer science research and digital music. With a B.Sc. in Computer Science (1st class honours) Darren was awarded the Douglas Lewin Memorial Prize for computer science. Darren completed four years post-graduate research in computer science, and a BRICS post-graduate course in Logical Methods. Later, Darren ran the New Media department for the record label Cooking Vinyl where he set up innovative licensing deals with early Digital Music Service providers including Napster, eMusic and iTunes. He sat on the New Media Committee at the Association for Independent Music (AIM). In 2005 he was a founding member and director of digital musical distributor Uploader, designing and building bespoke systems for digital asset management and audio encoding. Uploader quickly became a leading distributor of digital music in Europe before its acquisition by IODA in 2007. Since then he has used Drupal to bring social web technologies to communities as wide ranging as music video film-makers (with RadarMusicVideos), publishers (with UIT Cambridge) and manufacturing industry professionals (with the British Plastics Federation).
- **Daniel "Klokie" Grossfeld** is an entrepreneur, senior web developer, information architect, and musician with 13 years of professional experience engineering complex database-driven websites, e-commerce, content management systems, and standards-based user interfaces for premier international clients. Graduating in 1998 with dual degrees in computer systems engineering and music theory with honors from Boston University, Klokie advocates object-oriented design methodologies with attention to Web standards and is conversant in 10 computer and 4 human languages. As founding partner and CTO for the international design agency Surface to Air launched in 2000 in Paris and New York, Klokie collaborated with internationally respected artists and corporations. After leaving Surface to Air in 2007 to pursue advanced Web technologies in Stockholm, Sweden, Klokie founded S2A Interactive to provide Drupal-based consulting services and solutions for a number of cutting edge startups working with the Semantic Web and biotechnology. Klokie has also co-founded and created the next-generation social semantic desktop application FileRide.