

iPharro MediaSeeker™ Portal

Automated Content Monitoring Service

The digital revolution is upon us. Amidst an explosion of content and outlets, media professionals struggle to keep pace.

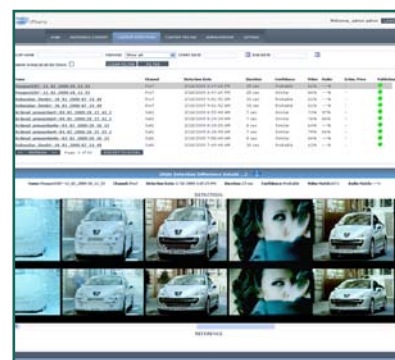
iPharro can help.



Monitor and identify content - anytime, anywhere.

Determining when content appears on TV is a notoriously difficult process. Most media professionals simply don't have the financial or human resources to monitor multiple channels all hours of the day.

The iPharro MediaSeeker™ Portal service can easily, effectively, and inexpensively monitor and identify content when it appears on broadcast TV across multiple channels. Finding your content is as simple as logging in from any Internet browser, uploading the content to our portal website, and awaiting the results. Whether you're looking for a single 30-second commercial or 100 different public relations clips for your client, the iPharro MediaSeeker™ Portal can find it.



left: portal reference content screen

right: portal comparison screen featuring detected differences

Figure 1: iPharro MediaSeeker Portal™ Screenshots

iPharro MediaSeeker™ Portal: At the head of its class

Unlike competing technologies, no post-production or pre-broadcast content manipulation (such as watermarking) is required. Any content - old or new - can be identified. Results are available via the Internet, in Excel, or in any of a number of customized graphs, reports, and charts. No channel is out of reach, from broadcast to satellite to cable TV.

You need fast and accurate data to make the best decisions for your business. We make sure you have it.

Features

- ▶▶ Upload content and receive **real-time results** via **standard Internet browser**
- ▶▶ **No specialized hardware** or software installation is required
- ▶▶ **No post-production** or **pre-broadcast content manipulation** is required
- ▶▶ Monitor and identify **content as short as 2 seconds** in length
- ▶▶ **Detect differences** between content down to the frame-by-frame level (Figure 3)
- ▶▶ Search through **previously broadcast video footage**
- ▶▶ Receive key frame summaries as well as raw data, charts, graphs, even RSS feeds or email notification
- ▶▶ Based on state-of-the-art, patent-pending iPharro MediaSeeker video fingerprinting technology

iPharro MediaSeeker™ Application Areas

The iPharro MediaSeeker™ portal is ideal for small businesses or even individuals who need to identify content on TV, but don't have the heavy demands that require a dedicated system:

- ▶▶ Small to midsize media buyers or ad agencies
- ▶▶ Small to midsize advertisers
- ▶▶ Political consultants
- ▶▶ PR firms
- ▶▶ Content owners or licensing organizations

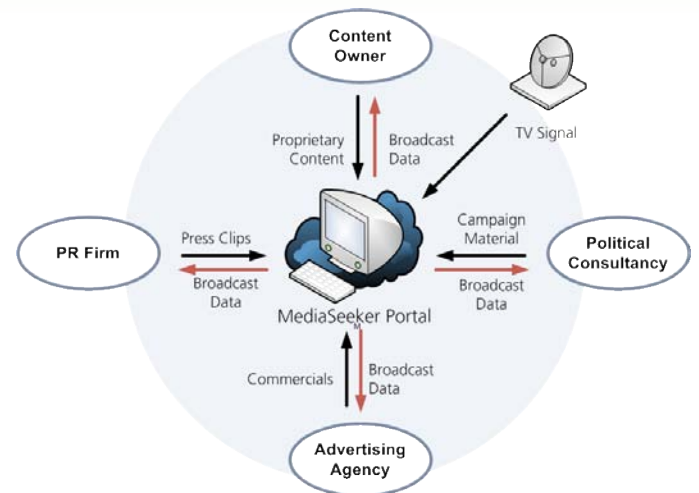


Figure 2:
iPharro MediaSeeker Portal User Scenarios

Difference Detection



Original



Altered Version

Figure 3: State-of-the-Art Difference Detection Feature

For more information about the iPharro MediaSeeker™ Portal, including pricing and features, or to schedule a live demonstration, email us at portal@ipharro.com.

With industry-leading accuracy at faster-than-real-time speeds, iPharro's MediaSeeker™ technology can automatically identify video content from any source – Internet, broadcast / mobile / cable TV, even preexisting digital archives – enabling automatic and efficient monitoring and analysis of media content.

iPharro MediaSeeker's patent-pending **MoPiCCs™ difference detection software** detects and indicates differences between content versions down to the single frame level.

Recognizes graphic overlays, such as on screen price/text changes or changes in product packaging. Also detects: scene insertions, deletions, time shifts, and shortening or lengthening of content.

iPharro Media, GmbH

European Headquarters
Rundeturmstrasse 10
64283 Darmstadt Germany

phone: +49 (0) 6151 8509 110
fax: +49 (0) 6151 8509 499

US Subsidiary
1133 Broadway, Suite 706
New York, NY 10010

phone: (877) 355 2031
fax: (212) 627 8877