

# iPharro Media

## Content Analysis and Identification Made Simple

Each day millions of hours of digital video content are distributed to consumers across the globe via traditional TV networks, satellites, cable, and web-based streaming video platforms. Media professionals are fighting an uphill battle to understand and control this deluge of material.

Many in the media business are at their wit's end, frantically searching for a cost and time effective way to solve the new media puzzle.

iPharro can help.



## Application Areas

iPharro MediaSeeker™ technology uses a highly sophisticated video fingerprinting algorithm to identify video content from any source – TV, Internet, even preexisting archives – with unparalleled accuracy. The iPharro Media TV Content Monitoring System, for example, allows media organizations to pinpoint the exact time, channel, and version of any commercial that appears on TV. Customers for whom the organization and processing of media forms a central part of the business, like Digital Asset Managers or User Generated Content sites, can incorporate the iPharro Media Enterprise Server into their workflows with minimal impact on preexisting infrastructure.

Whether it's broadcast content monitoring, online search and identification or Digital Asset Management, the underlying technology remains the same, but the applications are virtually unlimited.

### **iPharro MediaSeeker™: Unlimited applications for media analysis**

iPharro's technology, products and solutions are readily adaptable to any relevant business model. Here are just a few of the applications:

#### ▶▶ **Commercial identification**

Advertisers, advertising agencies, and media research companies looking to confirm time and place of commercial broadcast.

#### ▶▶ **Televised and online DRM, content monitoring**

Content owners seeking to track or audit proprietary content as it appears across all distribution platforms (broadcast TV, mobile, online, etc).

#### ▶▶ **Online media tracking**

User Generated Content Sites, P2P Networks and other online distributors seeking to track and monetize content as it surfaces online.

#### ▶▶ **Digital asset management**

Broadcast news producers, Digital Asset Managers, or Media Asset Managers looking to maintain content-specific metadata as the media is processed during the workflow.

## iPharro Media TV Content Monitoring System

### Complete end-to-end video monitoring solution

Monitoring broadcast media content is at the heart of your business, or at the very least you're basing some core strategic decisions on this information. The iPharro Media TV Content Monitoring system (TVCM) is available for companies that seek to monitor an unlimited number of broadcast television channels for an unlimited amount of content. The PC-based system automatically determines when content has aired, on which channel, and which version. Other features, like full difference detection (down to the frame by frame level) and new commercial identification capabilities put the iPharro Media TVCM system at the head of its class.

## iPharro MediaSeeker™ Portal

### Automated content monitoring service

You are looking for your content on broadcast television. You want the answers to the two most important questions: When does it appear? And, on which channel? Those questions are easily answered using the iPharro MediaSeeker™ Portal (Figure 1)

The process is simple: Log in to our portal from any standard Internet browser and upload the content to be searched for. Within minutes, the system will begin monitoring all preselected television channels for instances of your content. Results are available in real time as charts, graphs, emails, or even RSS feeds. Other key features like difference detection and new commercial identification are also available.



Figure 1: iPharro MediaSeeker™ Portal

## iPharro Media Enterprise Server

### Accurate, lightweight and scalable content identification engine

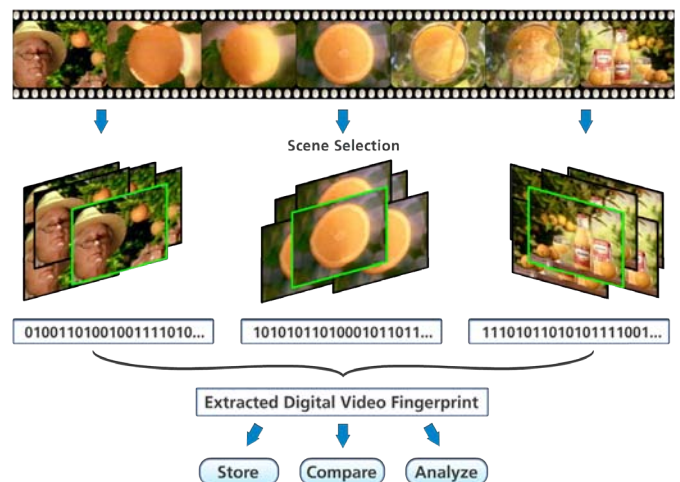
The abundance of digital media adds a new dimension of complexity to the business workflows of customers in the media-centric industries. Tracking, finding and identifying content remain cost-intensive and inefficient processes. To meet this growing need, iPharro developed the iPharro Media Enterprise Server. Based on iPharro's world class video fingerprinting technology, the Enterprise Server is a lightweight, scalable video indexing and identification engine that can be deployed and seamlessly integrated into any legacy IT infrastructure.

## iPharro Video Fingerprinting Technology

### Superior video fingerprinting for unparalleled accuracy

Since every video is different, each has its own "fingerprint," that is, a set of unique, readily identifiable characteristics. Billions of these fingerprints can be efficiently stored in a database for quick on-demand comparison. The result is a robust, scalable system, capable of recognizing video clips much faster than real time either as they are streamed, uploaded / downloaded or within preexisting repositories of video.

iPharro's wholly owned, patent-pending technology was developed at Germany's renowned Fraunhofer Institute, where the MP3 file format was also invented.



For more information about iPharro Media, including pricing and features, or to schedule a live demonstration, email us at [sales@ivitec.com](mailto:sales@ivitec.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.

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