

# ivitec BrandMon

## Automated Logo Detection & Monitoring Software

In the fast-paced world of sports sponsorship, visibility and brand recognition are paramount. Sponsors invest heavily to ensure their logos are prominently displayed during live broadcasts, replays, and highlight reels. However, tracking and quantifying this exposure manually is both time-consuming and prone to error.

### What is BrandMon?

BrandMon is an advanced AI-powered software that automatically detects logos in sports videos without the need of a time consuming training phase: right after uploading images with logos to be tracked, BrandMon is ready to detect them in videos of any sports.

### Key features

- **High accuracy** of logo recognition
- **Semi-automatic logo placement recognition** - with only one human annotation, BrandMon learns to recognize logo placement without any prior knowledge of it
- Provides **key metrics**: visibility duration, size, prominence, placement
- **Highly scalable** – designed to scale with your needs
- **Seamless integration** - integrates seamlessly with existing video management systems and digital asset management platforms. This ensures a smooth workflow, allowing users to upload, process, and analyze videos without disrupting their current operations



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**ivitec GmbH**  
Lange Reihe 29  
2099 Hamburg  
Germany  
[www.ivitec.com](http://www.ivitec.com)