ivitec - *intelligent video technologies*

Identifying Media Across the Entire Media Asset Lifecycle

It's not easy being in the media business these days. As the amount of video content explodes, media players face the overwhelming task of not only organizing and tracking their content internally, but of making sure they know where that content eventually shows up. Wouldn't it be nice if you could automatically organize your archives, track versions of your content, and ultimately – at some time in the future – know where and when that content shows up in the market?

Look no further… ivitec can help.

Latent Content Control and Identification Mechanism™

For most media-dependent businesses organizing and identifying content is not a onetime event but rather a consistent need that must be actively fulfilled at multiple stages throughout the media lifecycle. ivitec solutions incorporate the flexibility required to account for this multi-stage need. For any piece of content, ivitec creates a video fingerprint – a unique summary of that video that can be permanently stored, allowing that video to be categorized, versioned, traced, and ultimately controlled at any point along the media lifecycle at any time in the future.

Are you digitizing a library of analog tapes? Are you creating news broadcasts or other content on a day-to-day basis? Since the creation of fingerprints is a passive, non-intrusive process that has virtually no impact on preexisting workflows (unlike watermarking), there is no better time than now to begin fingerprinting content.

A Holistic Approach to Media Organization and Identification

Once the fingerprint is created, be it for a piece of archived content, a work-in-progress, or a finished product, the fingerprint is available for any of a number of upstream and downstream applications that can be independently employed but are most effective when used in concert (see Figure 1).

Developed at the Fraunhofer institute - home of the MP3 format - ivitec's ground-breaking **Adaptive Video Fingerprinting™** technology incorporates the industry's only configurable fingerprinting algorithm. It offers unmatchable performance, accuracy and flexibility, and is capable of rising to any content identification challenge.

"Upstream" Applications [Decrease Costs]

⟫ Versioning

Throughout the content production process, multiple versions of a given piece of content are created. Users can quickly and efficiently compare versions down to the frame level.

⟫ Metadata Restoration

Metadata is often lost as videos are processed often requiring manually intensive processes to correct this. Automatically restore metadata by integrating ivitec MediaSeeker™ to your workflow.

⟫ MRP (Media Redundancy Prevention)

Storing more media means more maintenance costs. Eliminate redundant storage by linking references and eliminating duplicates.

⟫ Archive Future-Proofing

Buy yourself an insurance policy. Fingerprint your video assets so you can identify them at any time and place in the future.

"Downstream" Applications [Increase Revenues]

⟫ TV Content Monitoring

ivitec's TVCM and AdMon workflow-based solutions are designed to enable customers to quickly and efficiently monitor an unlimited number of TV channels.

⟫ Internet Monitoring

User-generated content sites, and other online distributors are offered the ability to track and monetize content as it appears online.

⟫ Client / Device-Based

ivitec's flexible technology can be integrated into PCs, mobile devices and other devices to enable content identification on a personalized level.
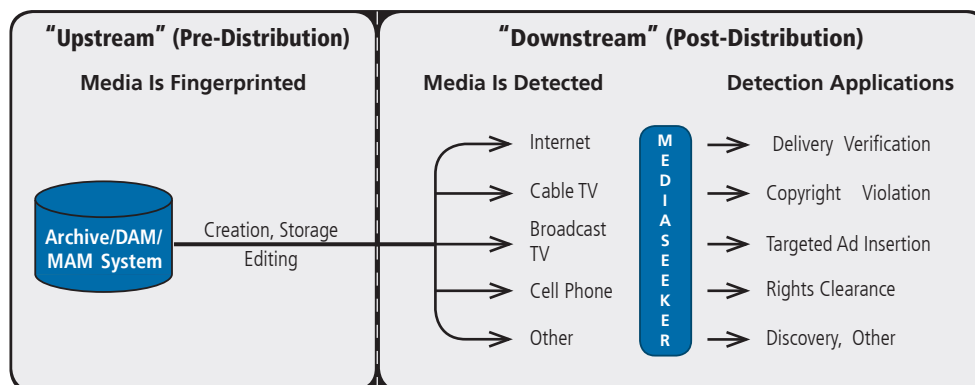
Figure 1: Fingerprinting Throughout the Media Asset Lifecycle

ivitec MediaSeeker Core Platform™

Fully Configurable Content Identification Engine

At the heart of all of ivitec products and solutions is the ivitec MediaSeeker Core Platform™, a robust, scalable and most importantly flexible video fingerprinting engine that accommodates the myriad use cases that a holistic approach to the media asset life cycle demands.

For example, rapid internet-based search requires a "lightweight" fingerprint that can be rapidly and efficiently created and detected. Comparing archived videos at the frame level, on the other hand, requires a granular, "dense" fingerprint that enables intricate sub-frame details to be indicated and analyzed.

ivitec is in the unique position of offering customers and partners innovative solutions that are completely video format, distribution platform and use case agnostic (see Figure 2).
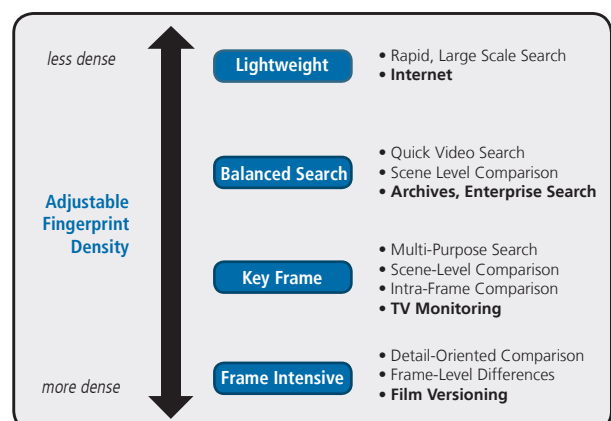
Figure 2: ivitec Adaptive Video Fingerprinting Technology™

For more information about ivitec's products, services and solutions, or to schedule a live demonstration, email us at **info@ivitec.com.**

ivitec Media enables the automatic identification, control, and ultimately monetization of media content at any point along the media asset lifecycle. ivitec content identification solutions can be deployed and seamlessly integrated into any preexisting workflow or serve as the engine behind any of a new breed of content identification-based applications.

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