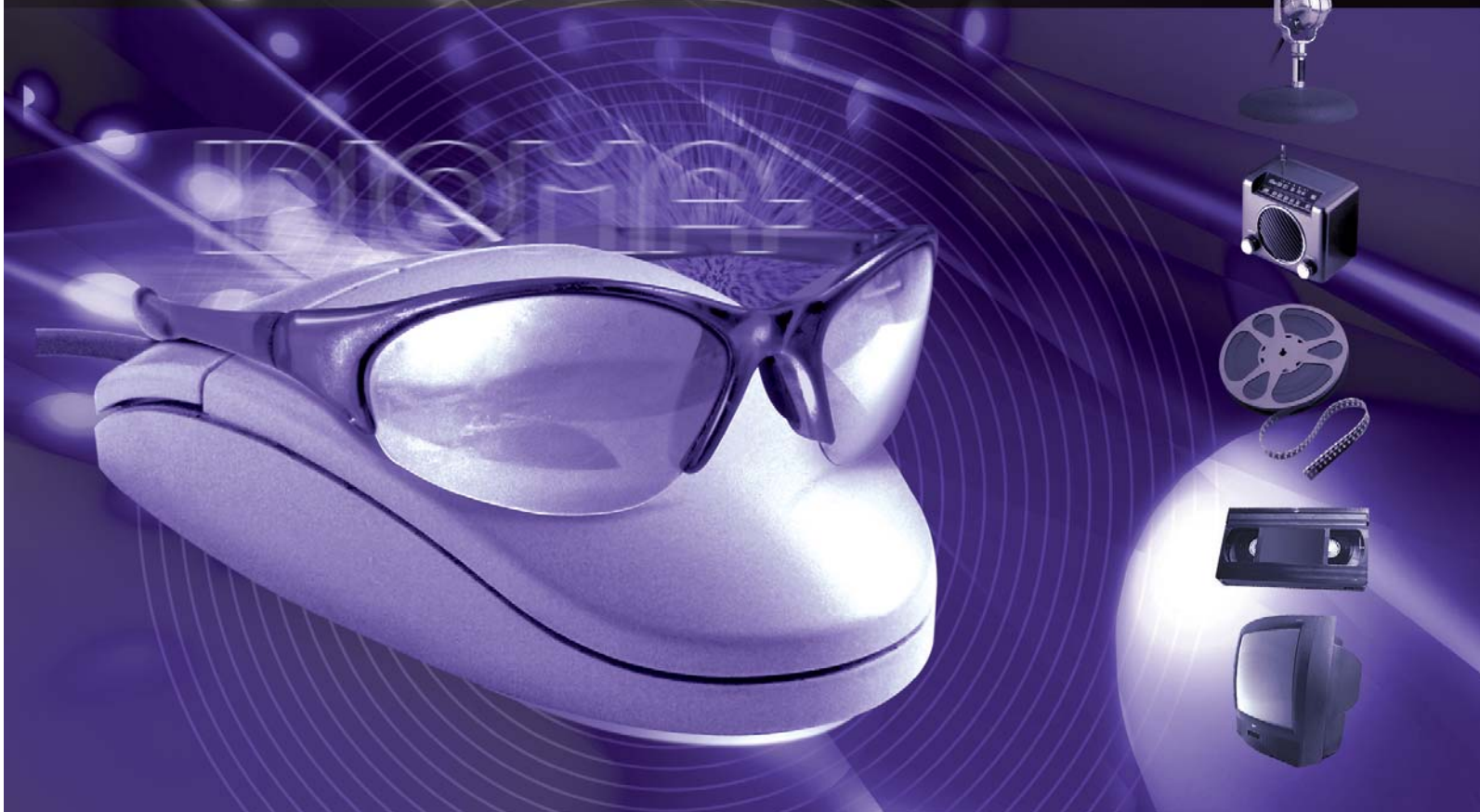


AdScanner

Automated Digital Advertisement Monitoring for TV and Radio



As advertisers demand measurable campaign Return on Investment (ROI), verifiable spot airtime, guaranteed broadcast quality, and accurate competitor advertising monitoring - media monitors are struggling to improve monitoring accuracy, scope, and response time, while lowering overhead.

Field-proven at top-tier media monitoring firms worldwide, Idioma's enterprise-class **AdScanner** delivers the smoothest transition to advertisement monitoring automation and digitization. AdScanner enables highly-accurate automated analysis and documentation of advertising airplay, including monitoring of broadcast quality parameters.

With **AdScanner**, media monitoring evolves from labor-intensive guesswork to an automated, measurable science - allowing advertisers to better analyze qualitative and quantitative ad parameters, identify trends, and leverage opportunities based on hard digital facts.

Unique AdScanner Advantages

- One system for the "triple play" of digital monitoring functionality - playlist, verification, and creative capture
- Fully distributed architecture allows reliable remote capture and maintenance of analog, digital or IP-based broadcast, with centralized operation and information flow.
- Highly - accurate with version discrepancy detection based on both audio and video.
- Choose between fingerprint and watermark options (or both), depending on market requirements.

The Triple Play - Playlist, Verification, Creative

AdScanner offers a complete solution to the "triple play" of digital audio and video monitoring functionality - playlist, verification, and creative capture - in a single integrated package.

Playlist

Based on real-time recognition of audio/video fingerprints or watermarks, AdScanner creates a full log of specified ad playtimes and quality measurements over multiple channels, noting key indexing data such as name of advertiser, name of product, broadcast channel, and exact spot duration.

Verification

AdScanner compares data gathered in the playlist to expected duration and quality parameters, and identifies version discrepancies - notifying immediately of any deviations from expected values, to maximize ad efficacy.

Creative Capture

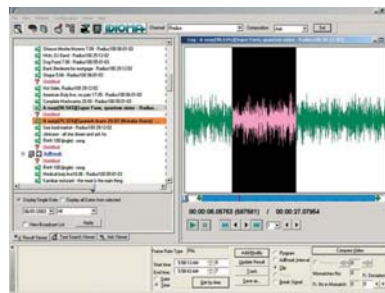
Using advanced automatic methods, AdScanner watches for newly-broadcast ads, records and logs them for easy operator review and cataloging, retrieval and delivery, and automatically builds an easily-accessible indexed archive.

● Highly-Accurate Version Discrepancy Resolution

Always in touch with media monitoring needs, Idioma's AdScanner contains built-in, highly-accurate version discrepancy detection functionality. The only solution that combines video and audio-based recognition, AdScanner catches version changes that other solutions miss - detecting as little as one second changes in video, and three second changes in audio, without manual review.

● A Smooth Transition to Digital Workflow

AdScanner smoothes the road to digital productivity, with built-in workflow management capabilities that facilitate easy internal dissemination of broadcast commercials between workstations - allowing analysts to review, characterize, tag, measure, and compare broadcast ads with a user-friendly interface customized to your needs. The information gathered from this process is stored and indexed - together with corresponding video - on the AdScanner media server for especially rapid location and retrieval.



● Customization, End-to-End Implementation, World-Class Support

Idioma's expert Professional Services group stands ready to assist in implementing AdScanner, customizing a wide range of interface and functionality parameters to each client's unique needs and workflow. With a wealth of experience in a variety of environments, Idioma's Support Engineers are available 24/7 to provide immediate answers to mission-critical issues

● Designed for Growth and the Future

Designed for growth and changing client demands, AdScanner easily handles from 5 to 5000 channels. Uniquely tailored for large, geographically and linguistically diverse operations, AdScanner's distributed architecture allows reliable remote capture and maintenance. Remote tuning is highly-scalable (8 channels in 1U), featuring robust recording servers with an especially small footprint. A future proof solution, AdScanner supports emerging standards like IPTV and HDTV.