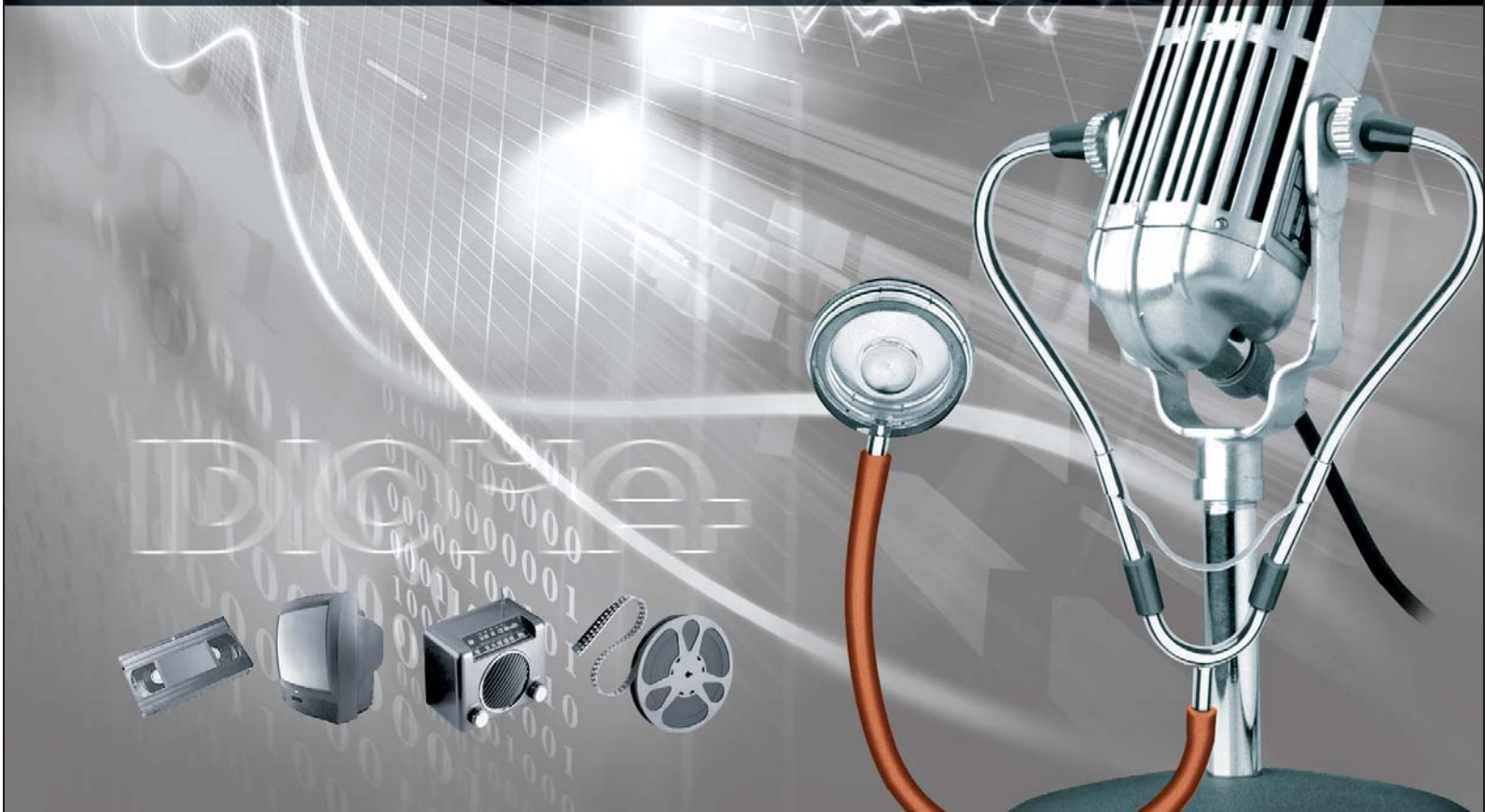


NewsScanner™

Enabling Media Intelligence



Enabling Media Intelligence

In the world of global 24/7 television and radio, making sure crucial broadcast information is constantly captured, analyzed, identified, and made accessible is a challenge for media monitoring firms, government agencies, and editorial teams alike.

To meet ever-increasing media monitoring demands, organizations like these are looking to cost-effectively automate multi-channel news scanning, digitize outdated media storage methods, and streamline workflow.

NewsScanner is a field-proven, highly-scalable broadcast information gathering platform with automated segmentation mechanisms that streamlines workflow and enhances efficiency.

NewsScanner delivers the confidence of knowing that when key information is broadcast, your organization will know about it. Idioma's advanced indexing and real-time capture technology enable organizations to enjoy the benefits of true media intelligence.

NewsScanner Advantages

System

- Highly scalable, with remote capture capabilities
- TV, radio, and web-cast
- Multiple analog and digital formats

Content Segmentation

- Multilingual topic detection
- Automatic storyboard generation
- Closed caption and teletext capture, scanning, and analysis
- Automated program start / end time recognition
- Automatic speech recognition

Workflow

- Efficient content-driven and timeline-driven workflow
- Simultaneous real-time streaming and VoD

Content Management

- Scalable media archiving and management
- Frame-accurate annotation
- Desktop editing
- Comprehensive media export and distribution

● High-Efficiency Proven Solution

Field-proven at top-tier TV and radio broadcast information gathering organizations worldwide, highly-scalable **NewsScanner** lowers monitoring overhead and increases efficiency by automatically segmenting broadcasts according to pre-defined parameters.

With unrivalled reliability, **NewsScanner** makes broadcasts available on the user's desktop in near real-time. Alerts for any index parameters can be defined, allowing key players to receive immediate notification when pre-defined broadcast conditions are met.

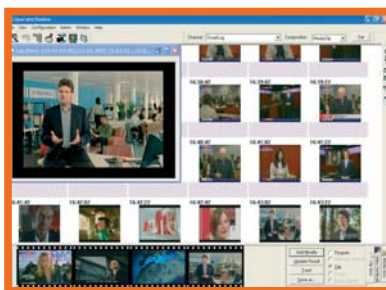
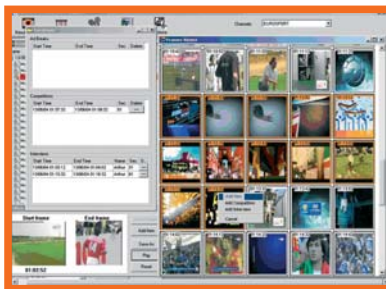
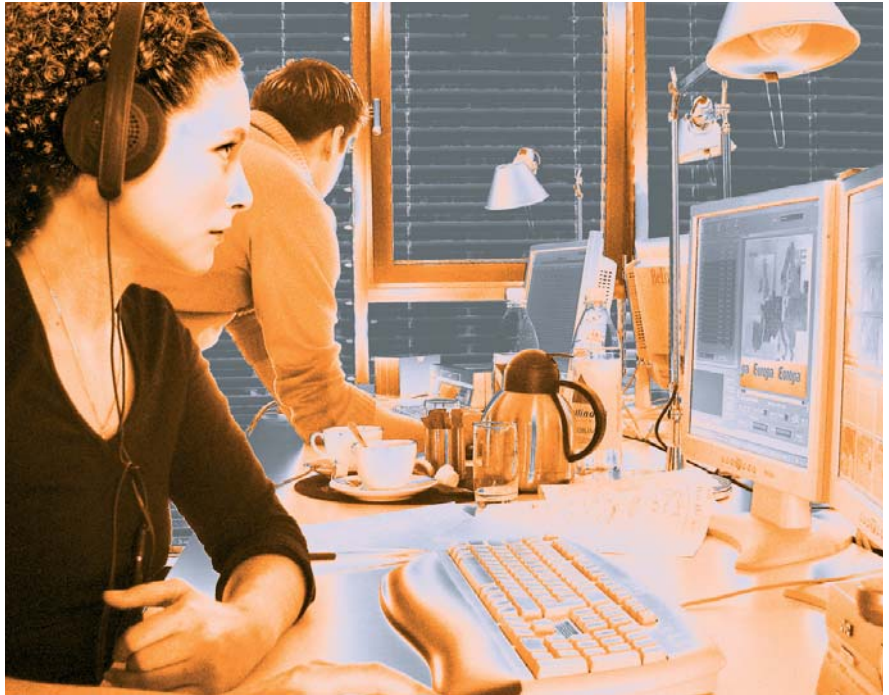
NewsScanner brings media monitoring to a new level of automation, efficiency, and reliability - helping media intelligence organizations achieve better coverage and better analysis - while lowering overhead and raising productivity.

● Automatic Indexing

NewsScanner indexes broadcasts based on multilingual topic detection, scanning teletext and closed captions, and leveraging advanced automated speech recognition (ASR) technology. Broadcast content is automatically segmented by:

- key frames
- speech and music discrimination
- repeat stories
- jingle recognition
- closed caption and teletext
- speech-based topic detection

Specially designed for environments with limited synchronized teletext, **NewsScanner's** ASR capabilities are highly advanced and accurate. Unlike other solutions that rely on keyword recognition alone, **NewsScanner's** unique approach allows definition of keyword clusters, for actual topic recognition. This lowers false detection probability, and facilitates effective indexing.



● Archiving and Retrieval

Idioma's **NewsScanner** was designed to facilitate archive and multimedia catalog creation and management. In addition to advanced automatic indexing features, **NewsScanner** allows building and maintenance of a long term media archive, including addition of meta information in customizable fields such as transcript (cc, teletext ASR, manual), summary, and selection of associated key frames. Facilitating easy information retrieval, **NewsScanner** archives are fully searchable via both free text and structured database queries.

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

Idioma's expert Professional Services group stands ready to assist in implementing **NewsScanner**, 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.