

AdCert

An Ideas Unlimited.tv Product

Providing certification for TV Advertisers,
Agencies and Broadcasters





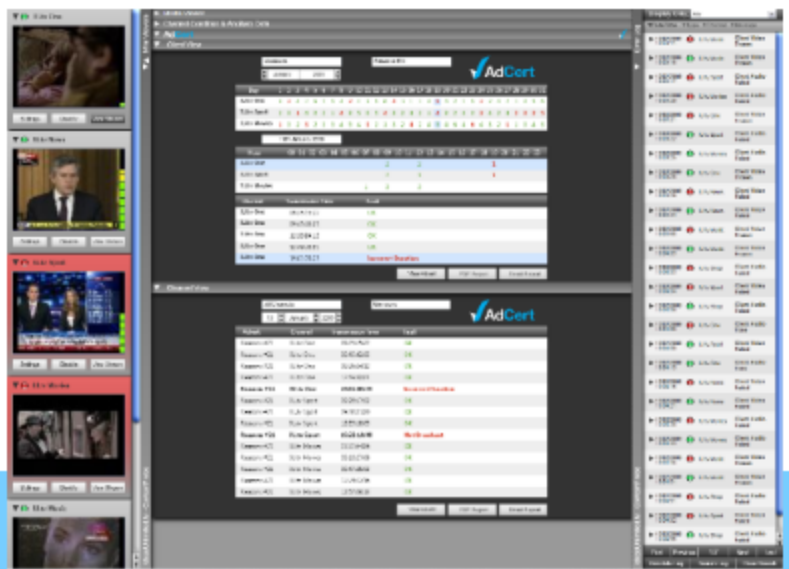
Key Features

- ✓ Verifies and records air plays of TV ads and spots
 - Provides a true and accurate "as transmitted" log
 - Monitors and registers any new Ads added to a Broadcast server
 - Registers Ads by copying a browse proxy onto the AdCert box
 - Compares and flags errors including missing sections and audio/silence
- ✓ Check for discrepancies by playing the Adcert recording
 - Filters by TV channel, date, time and commercial
 - Generates user configurable reports automatically
 - Emails reports which include PDFs of mini-pics for each airplay
 - Allows a browse proxy of the playout to be attached to an email
- ✓ Gives a secure digital signature of the exact time and channel ID of airing
 - Uses 'Silverlight' web interface for remote monitoring and review

Benefits of Adcert

Adcert automatically verifies and records the transmission of TV commercials and spots and provides secure and certified reporting via a 'Silverlight' web interface. For the first time a true and accurate "as transmitted" log with a viewing copy is available almost instantly to TV Advertisers, Agencies, Market Researchers and Broadcasters to certify that a commercial has been aired correctly. When a browse proxy of the original advert is not available then the market research option enables an off-air recording to be marked up quickly and the future transmissions are identified automatically. The system has a simple to use interface which gives easy access to remote monitoring. It takes up little rack space and uses the latest reliable hardware to run its advanced FingerPrinting technology.

1. True and Accurate
2. Secure
3. Cost Effective



True and Accurate

Adcert recognises and records each transmission that matches the commercials on the system on any TV channel that it is monitoring. It compares the original copy of a commercial with the transmitted version and flags errors or variations such as missing sections or audio silence. These can be visually checked by playing back the Adcert recording.

AdCert uses advanced Media FingerPrinting Technology at its heart. This means that data from any video and audio signal can be used to compare any TV signals in real-time and check for content match. Fingerprint data is like 'DNA for video' providing an accurate method of comparing signals in real time.

Secure

A graphical Silverlight web interface enables simple remote monitoring and review filtered by TV channel, transmission date, commercial etc. Each transmission can be checked and played back instantly via the web interface. User configurable reports can be generated automatically and emailed. The recordings act as a certified proof of transmission and include a secure digital signature giving the exact date, time and channel of each airing.

Cost Effective

Existing ContentProbe customers can add Adcert to the system by simply installing an AdCert FingerPrint Analysis Server and AdCert software.

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