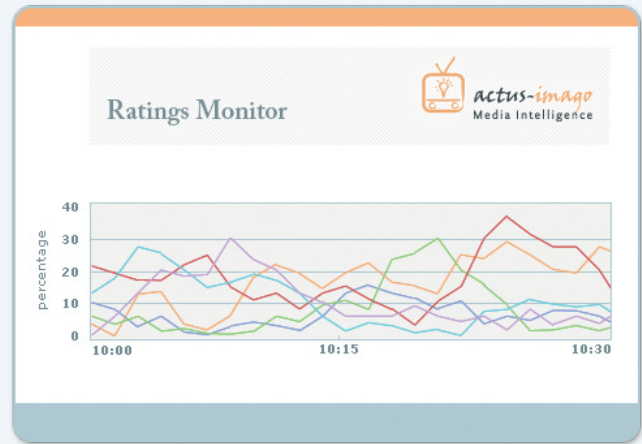
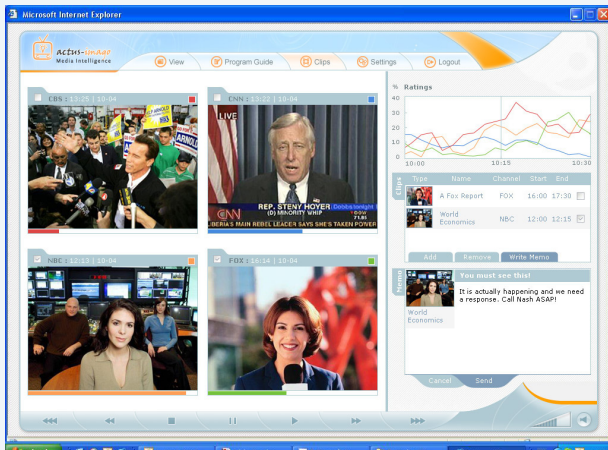




Artificial Intelligence reaches the broadcast industry.

Insight™ -Now you are able to beat Your Competitors “Hands Down”



Actus-Imago has developed the Insight™ system to answer the growing need of the media industry for a desktop system that will cover all the management aspects and workflow of broadcasters, content providers and media related companies.

The Actus-Imago “Insight™ System”, is the first revolutionary media intelligence desktop system.

Insight™ includes an on line multiple media monitor (for both video and audio), capable of capturing both video and audio content in any format you choose!

Insights™ Rating monitor and automatic reports generator are a state of the art decision support tools for any decision maker in the broadcast industry.

Only Insight™ provides you with a textual search engine enabling users to search the various recorded media on the central knowledge base by textual keywords and perform multiple ongoing automatic searches.

Equipped with tools like- easy clip creation and editing tools, media discussion and more Insight™ is the perfect operating environment for any functionary of media.

Insight™ is build to be used as a communication channel and integrates an intuitive communication terminal to maximize the broadcaster’s workflow efficiency

Insight™ is both a desktop system equipped with various toolkits, modules and a central knowledge base system.

The Insight™ System enables you, the Media Professional, to stream your content live or stored, and perform various manipula-

tions that will make your organization shine, from clip management to overlays.

Insight™ gives to all Media-related professionals the proven, world’s best “knowledge” and decision support solutions, so that you have the upper hand over your competitors. Our system also allows you to immediately respond to media subtleties, in a way never before seen in media.

How can you use the Insight™ system:

Insight™: CONTENT LOGGING

A Scalable Distributed High-Availability Content Logging system:

The Content Logger records content from any number of video and audio input sources such as composite and SDI. The System can be deployed in different geographical locations, and can switch between active and standby capture servers to ensure your desired content is being recorded.

Regulatory Compliance (Government, Legal or Corporate)

Insight™ Provides archives of broadcast content, so it becomes available for viewing, selected portions extraction and submission to government or internal recipients.

Content and Rating Data Correlation monitor

Insight™ Shows stored content displayed with the related rating data and advertisement markup. As an example, for television stations, the content is your own television channels, as well as your competitors.

Content Analysis Decision Support system

Insight™ Manages and analyzes your own and your Competitors content, and selected media clips. With Insight™ you are able to tag and marks, search by category as well as keyword. Insight™ enables internal link and external file submission.

Secured Content Exposure

Insight™ can Upload selected content, signed and encrypted with DRM, the content is then sent to publicly (as you wish) available servers and you are able to send an email with private links to the content to recipients; allowing limited content exposure to recipients, such as production partners and potential advertisers

Content Post-Production, Aggregation and Broadcast Management tools

Insight™ delivers content from remote producers to content aggregator, capture content (from tapes, for example), manipulates content tagging and trimming, transcodes content formats such as MPEG-2 into other target formats such as WMV, manages archived content, edit playlists and submit to broadcast servers such as a satellite uplink.

Commercial and Free Content Publishing

Insight™ prepares content packages and live feed playlists, upload packages and individual content items, and allows for content retrieval by subscribers and purchasers.

How can your organization benefit from Insight™

Decision makers and research department

Insight™ supplies a wide range of decision support tools such as automatic reports generator, On line media and rating monitors, multiple and automatic search engines, easy clip creation and editing tools, media discussion and communication terminals and more – all aiming to help both management and research personnel make the right decisions at the right time.

News, Production and Creative activities

Our comprehensive textual search engine enables users to search the various recorded media on the central knowledge base by textual keywords through embedded information such as closed-captions (CC), external information such as electronic program guide (EPG) or human data entry through available transcribing module, indexing and cataloging.

When the desirable content is found – Insight™ provides an easy clip creation and editing tools to display the content and aggregate it to fit the user’s needs.

Furthermore – users can deploy automatic searches that scan the content using various imbedded technologies of detection and identification – Insight™ will alert the user either by e-mail or by SMS that ongoing results where detected.



For both production and creative activities, **Insight™** supplies a tool to detect trends and fashion, to make creative decisions such as studio design or talent dressing.

Writers and reporters can use the central knowledge base archives to write news articles, satire or as a source of inspiration.

Insight™ will be easily used as internal communication between the Marketing Department and other creative personnel to share ideas and information

Marketing planning and publicity

Using the **Insight™** automatic reports generator and competitive information results from searches by the textual search engine on previous planning (based on the electronic program guide

(EPG)) will assist both the planning and marketing executives to easily plan programs and compete in an ever changing media business environment.

Insight™ is used to send both promotional materials and reports to advertisers and customers.

Insight™ will also replace expensive and unnecessary expanses on monitors, will help save cash on rating analysis and will be easily used as communication tool between the Marketing and publicity department and the customers.

The **Insight™** system provides an answer to these needs by using various technologies for automatic detection and identification of information.

List of components:

- Monitoring and Video control - view multiple video channels enabling you respond quickly, as a reaction to ongoing events
- Catalog – content cataloging and indexing
- Video archive Personalization – enables each user to create their personal archives
- Compare – provides comparison to your competitors
- Search & Retrieval – multiple search capabilities, in real time, for instant and accurate data retrieval
- Analyze – present and analyze rating data information, allows the user to take action based on the analysis
- Clip Creation – create and edit your own video clips
- Communicate – “on line” communication with your colleagues
- Video Media Discussion module
- Export – export video segments with a few mouse clicks, from your desktop
- Respond – allows you to give immediate reaction to ongoing events
- Web Publishing – Transfers video content, automatically, to web Sites.
- TV Guide – Integrated programs TV guide
- DRM – content is protected by sophisticated Digital Rights Management
- Users rights management –for both groups and individual users permissions
- Content Meta Data optimization integration
- Automatic content cataloging using Close Caption/Teletext
- Decision support system for planners simulating campaigns based on rating and content:
- Report & Alert generator will automatically generate reports and Alert the user via mail or SMS.
- Integration to external data systems: examples: rating, iNews and others
- Recording on keywords
- Resell your content- Actus-Imago allows you to sell your content to writers, reporters, media executives, political parties. And other users over the net: your customers can search the content and purchase video clips in various qualities and prices.
- Constant access to content -Actus-Imago provides constant access to content, anytime, from any place
- No need to download any client The Actus software is self-contained; there is no need to download any client
- Digitization and reuse of legacy content
- Manage – Actus-Imago allows users to manage their assets with a set of powerful tools, this also allows detection of new business opportunities
- Monitoring tools for advertisers: Now, Broadcasters can provide a set of monitoring tools for advertisers and other clients, enabling the agencies to search through the content and see actual spots on the broadcasted content.

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