



Rather than relying exclusively on the content provider's description and metadata—which can be subjective or even nonexistent—ClipBlast's Intelligent Index captures provider-supplied information, and then combines it with proprietary technology to more effectively categorize content and deliver relevant search results.

ClipBlast doesn't play favorites when it comes to indexing video. Instead, ClipBlast crawls the entire Video Web for uploaded video clips in addition to live, streaming media. Now you can view videos from all around the Web and around the world, regardless of where they're hosted.

The ClipBlast Intelligent Index has a variety of automated technologies and filters that sort, classify, categorize and filter each video processed in the Index.

Once a video has been indexed, it's ready for prime time. Videos that have been processed in ClipBlast's Intelligent Index become part of a larger interconnected network of videos, leading interested video viewers seamlessly from one video of interest to another.

Intelligently indexed video is available for viewing on ClipBlast.com—but that isn't the only place. A built-in API allows application developers to add ClipBlast functionality to their own applications. Widget technology means that users can view video from their desktop. And a mobile client gives ClipBlast users a chance to search and watch video on the go.