

Context Aware Computing For Mobile Operators and Online Sites

Solutions Overview

Gartner defines context-aware computing as the concept of leveraging information about the end user to improve the quality of the interaction. Emerging context-enriched services will use location, presence, social attributes, and other environmental information to anticipate an end user's immediate needs, offering more-sophisticated, situation-aware and usable functions. But how? Image Vision Labs' iRecognize solution does just this. As pioneers in the automated content moderation and compliance industry, Image Vision Labs is well-suited to utilize patent-pending technologies in visual recognition and detection to enable online sites and mobile operators to leverage context-aware computing to better target prospects, increase customer intimacy, and enhance productivity. The iRecognize solution allows organizations to use contextual aware content to increase top- and bottom-line growth and monetize their knowledge of their clients.

Our advertising solution, iRecognize, is the industry's first solution to leverage content rating and visual context for selecting and serving content online. Traditional solutions to date rely solely on keyword matching and a visitor's browsing behavior. The iRecognize solution can be deployed by traditional online sites as well as mobile operators for both display and search oriented advertisers as well as premium content providers.

iRecognize

The iRecognize™ suite maximizes content relevancy by incorporating visual recognition technology and a semantic language engine to identify the context of a web page and to then provide relevant and age appropriate ad matching. iRecognize increases revenues by targeting audiences with the most relevant and related visual content while safe-guarding brands from usage violations or undesired associations. iRecognize helps you build unprecedented visual intelligence data for media buying, targeting, optimization and brand protection for all of your online and mobile content.

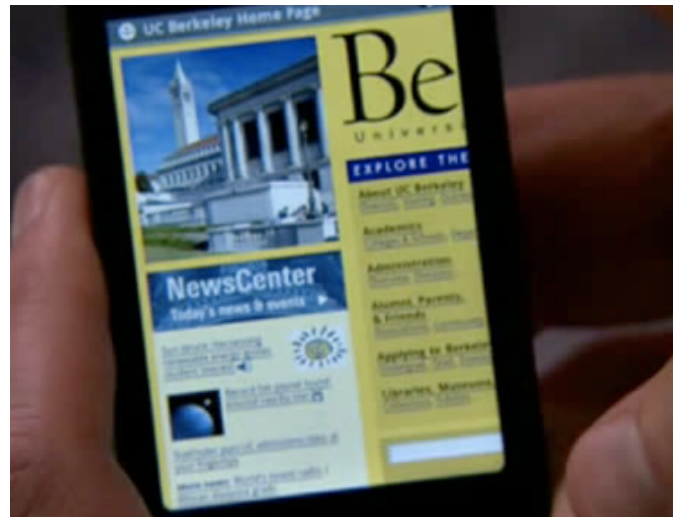
Benefits of the iRecognize Solution:

- Increased customer engagement and revenue through contextual content matching
- Brand reinforcement through relevant ads
- Brand protection with appropriate ads
- Age verification for mobile content and ads
- Improved standards for quality of service through consumer/provider trust

We have developed patent-pending technology that enables a computer to see an image—not just pixel matching but concept matching—and learn from that image. In other words, to apply intelligence when analyzing a video scene or image. By enabling computers to intelligently visualize media, subscriber context becomes relevant. We are not limited to a point-in-time database of known images, but rather our methods adapt to recognize and leverage user-generated content as it's created.

For Mobile and Online Sites

Our iRecognize solution can be used for traditional online or mobile environments. Image Vision Labs helps mobile advertisers realize the demand for highly personalized content delivery to subscribers using our visual recognition technology to identify subscriber context. And, our mobile solutions leverage location-based services, or LBS, to deliver relevant information to mobile users who are consuming web content on the go. In addition, our solutions can filter mobile content based upon rating vs. subscriber age. By coupling contextual matches with an age verification system, our solution saves both user and provider time by eliminating distracting or inappropriate ads which results in protecting the consumer as well as the provider.



Summary

Image Vision Labs is the pioneer in automated, *real*-time image (text, video, photo) recognition and moderation solutions and is focused on protecting your company and maximizing revenue for your networks. By moderating and filtering nudity, copyrighted material, logos/symbols, motion and gestures, **Image Vision Labs** ensures all user-generated content can now be a safe online or mobile experience. Our automated solutions are based on our patent-pending visual recognition and detection technology that provides greater precision, accuracy, and speed than human-based moderation solutions alone can provide.

For more information, please visit us at:

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