

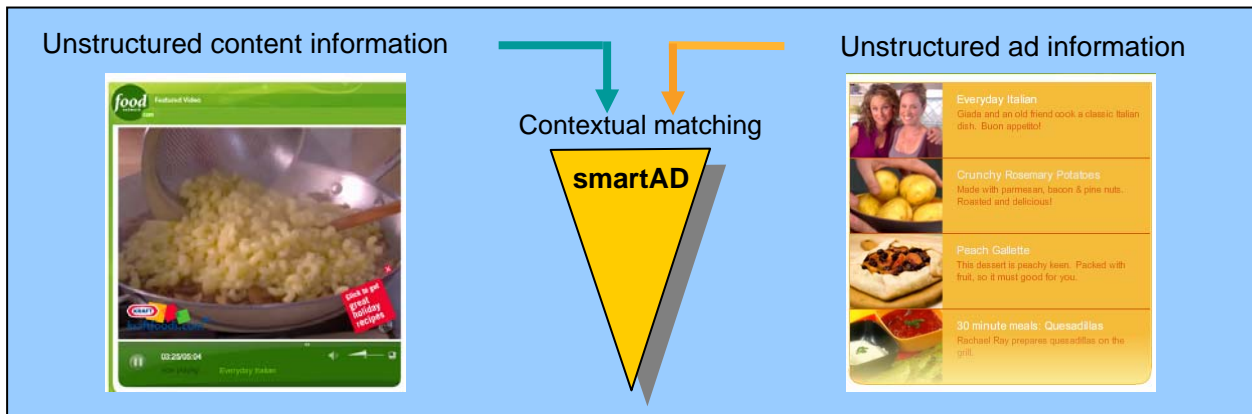
smartAD TV Advertising Platform

For Better Contextual Ad Targeting in Video Content

PRODUCT DATA SHEET

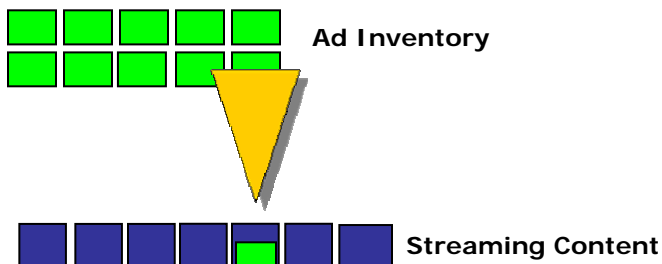
The CogniSign **smartAD TV Advertising Platform™** has been designed to serve better ads in streaming video, using contextual ad matching technology that considers both visual and audio elements of the content. The key to the system's capabilities is its high-speed image recognition technology embedded in proprietary video indexing, which allows more meaning to be gathered from video than by other approaches, like analyzing speech to text files. The platform is able to index both content and advertising inventory, and intelligently match ads to just the right content, with a much higher degree of precision than is currently available in the ad serving market.

Provide automated solutions to serve better targeted ads



The result: fewer, better ads with high click through rates

Today's ad serving technologies currently treat TV and video as a black box: no information is gathered about what the user is experiencing or learning while watching a video. This makes ad serving extremely inaccurate, resulting in annoyed viewers and low click through rates. The **smartAD TV Advertising Platform** solves these problems by indexing video content in a revolutionary new way, providing the better contextual advertising needed by today's Consumer Internet and Mobile markets.



The smartAD platform provides:

- The best ad at the best moment
- Ads that may delight rather than annoy viewers
- Automated solutions for the mid and long tail of advertising
- No privacy concerns like behavioral ad technologies

TV and video media of all types is now 100% digital, and a rapidly growing percentage is being delivered over the Internet. This creates a brand new opportunity: these files can be indexed by the **smartAD TV Advertising Platform**, setting the stage for better ad targeting using 100% automated contextual ad targeting techniques.

The need for better contextual advertising technology for TV and other video content has never been greater. First, the current leading search and advertising engines have no capability to “see inside” streaming video content to develop any contextual understanding of the content. Second, competing behavioral advertising solutions are now being challenged in courts worldwide.

Better contextual advertising technology for TV and video content is the only solution to solve the “black box” problem that this content presents in today’s advertising marketplace.

The Evolution of Contextual Ad Targeting

<p><u>1st Generation</u></p> <p>Display ads for any type of content</p>	<p><u>Features</u></p> <ul style="list-style-type: none"> • Presentation of brands and simple concepts • Little targeting ability • Ad serving manual 	<p><u>Limitations</u></p> <ul style="list-style-type: none"> • No contextual elements • Extremely manual • Pre-Google state of Internet advertising
<p><u>2nd Generation</u></p> <p>Text based contextual advertising (Google)</p>	<p><u>Features</u></p> <ul style="list-style-type: none"> • First contextual Internet advertising • Ad relevance considered • Automated and effective 	<p><u>Limitations</u></p> <ul style="list-style-type: none"> • Video content is a black box to this approach • Video is now a huge part of Internet and Mobile
<p><u>Next Generation</u></p> <p>smartAD for TV and video</p>	<p><u>Features</u></p> <ul style="list-style-type: none"> • Indexes TV and video delivered over Internet • First contextual Internet advertising for TV/video 	<p><u>Benefits</u></p> <ul style="list-style-type: none"> • TV and video content helps in ad placement • Better ads placed at exact optimal moment

New Product Solutions from New Technology

The **smartAD TV Advertising Platform** provides powerful matching capabilities between streaming video content and advertising inventory. At its core is an innovative image and audio recognition computing model that can gather meaning of video content from both the visual and audio elements of video.

This model is the result of nearly a decade of research, and has two key advantages:

Superior image recognition and proprietary indexing – The visual information contained in video is by far the most rich and unique content component, and has the largest impact on the viewer. This technology is the first to market that can determine a video’s overall meaning and impact on the viewer.

Blending of visual and audio information – Considering both types of information simultaneously can summarize what a viewer is experiencing or learning at any given moment in a video, creating a unique ability to provide better contextual advertising.

