



## Automated Media Monitoring System

### Overview

AppTek's MediaSphere™ is a turnkey solution for indexing multilingual video, audio, and telephony. It integrates Plainspeech-Speech Recognition, TranSphere® -Machine Translation, NameFinder™-Name and Entity Detection, and TextFinder™-Multilingual Information Retrieval to provide a complete solution for automated media monitoring for processing domestic and international television, radio and web-based content. AppTek's state-of-the-art media monitoring solution automates the process of generating transcription from TV transmissions and telephony, translation of transcribed text in multiple languages including English and deliver rich media content via a web browser.

### Capabilities

MediaSphere™ provides customers the ability to deploy an automated media capturing system that can monitor a large number of channels simultaneously in many languages yet requiring minimal human intervention, and is a robust and stable platform that can run continuously offering:

- True cross-language capability
- Keyword alerts by e-mail, SMS, and in log file
- Real-time transcript and Translation
- Highlight during playback
- Search in English against foreign content
- Automatic highlighting of name detection
- Web crawler
- Clip annotation
- Transcript editing w/in asset
- Keyword list export
- Transcript export
- Media bin collection/bookmarking

### Functionality

MediaSphere™ is a flexible media monitoring solution developed to aid Government Institutions, Public Relations professionals, Corporations and other organizations to receive alerts, manage, analyze, search, storage summaries of coverage and/or copies of material drawn from a wide range of sources, including TV and radio news reports, commentaries on TV and radio shows, newspaper opinion/commentary columns, magazine articles and internet blogs.

A multinational fast food company, for example, could use MediaSphere™ to manage their effort in regional event surveillance for market research analysis, media intelligence, brand managing, information logistic service, etc.

### Languages

MediaSphere™ state-of-the-art media monitoring solution supports processing of television, radio and web-based content in a varieties of languages that include:

- Arabic
- Chinese
- English
- Farsi
- French
- German
- Italian
- Spanish

*"The stability and scalability of MediaSphere has proven to be the perfect platform to evolve our media monitoring solution, and has been running 24x7 without fail since the launch of our portal."*

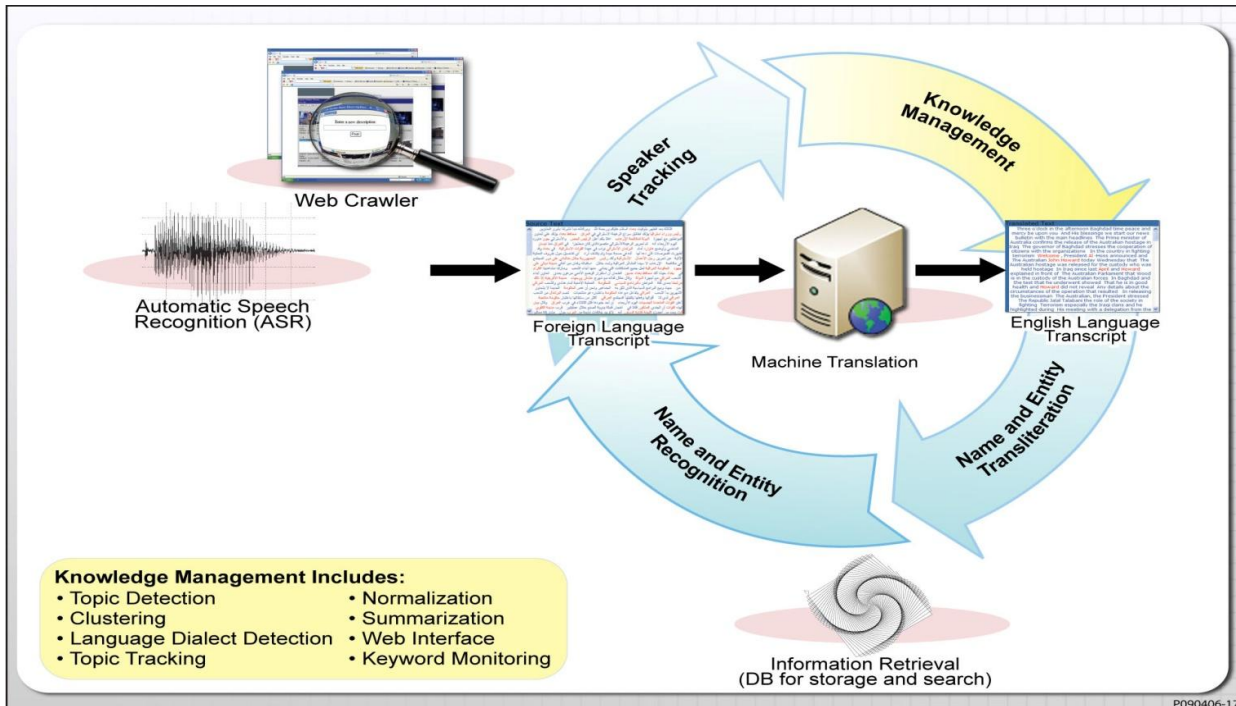
*Chafik Moalem  
CTO at Menacast*



Bridge the Language Gap

**MediaSphere™ Operation**

MediaSphere™ performs on a single, flexible and easy to use technology platform, which allows media processing components to run in real-time. This flexible architecture also allows AppTek to tailor components as necessary to add new features and ensure optimal performance as we have done for our customers who requested a more customized system. Because all of the core components are developed in-house, interoperability is ensured from version to version.



For more information about AppTek's MediaSphere™ and other advanced media monitoring technologies, please call or write:

+1-703-821-5000  
info@apptek.com  
www.apptek.com