

# audio id

in-app  
recognition



- automated content recognition
- mobile couponing
- social tv
- tv sync
- interactive advertising
- second screen

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# audio id **in-app recognition**

**audioid in-app recognition is a patented audio fingerprinting solution that works independently inside any application**

**audioid in-app recognition requires less hardware and generates less network traffic than „classic“ solutions**

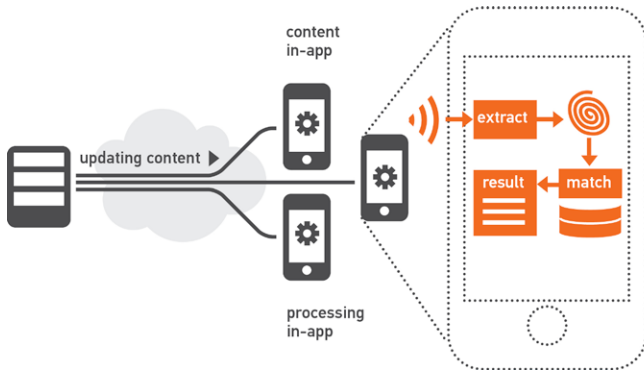
**audioid in-app recognition does the fingerprinting and matching right on the mobile device**



## benefits

- **makes traditional media interactive:** easy and effective recognition of commercials, tv shows, videos that play on tv, radio etc.
- **great user experience:** short recognition time because matching takes place directly on the device
- **no more network or hardware bottlenecks:** fingerprints of the relevant content are pre-loaded to the app so that millions of requests can be handled without any network traffic or internet connection
- **easy integration:** standalone software solution which is easy to integrate into existing applications

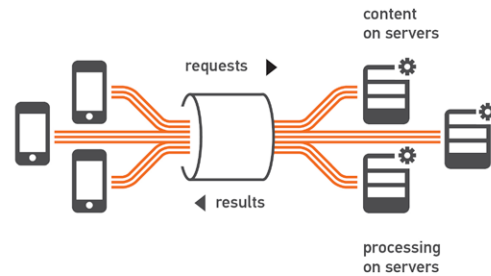
## audioid in-app recognition



audioid in-app searches right on the mobile device without needing to send anything to another server.

vs.

## audioid server



audioid server recognition technology extracts a fingerprint on the mobile device and sends it to a server that searches a database for a match.

### what is in the box

- demo applications with access to your personal content management website for testing purposes
- SDK for server back-end integration in Linux OS
- source code of example applications
- user manual
- API documentation
- multi-platform mobile device SDKs for iOS and Android

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