

audio id

live
channel
detection



- social TV
- interactive advertising
- second screen

- user engagement
- automated content recognition
- automatic check-in

mufin

audio

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**automatically
recognize TV content
in real-time**

the patented audio fingerprinting solution detects the TV channel and synchronizes additional content to the right time.

**engage viewers and
make them part of a TV
program**

promote greater consumer attention and interaction. Generate new business opportunities for targeted and interactive advertising.

**enable value-adding
features for 2nd Screen
applications**

content-specific background information, shop links, synchronized social newsfeeds, and synchronized ads.



audioid live channel detection ingests and fingerprints TV broadcasts in real-time and enables a mobile application to identify the TV channel and the current position in time.

Based on this information, additional content such as EPG data or specifically produced content is linked to the TV channel and time and shown on the second screen.

It enables broadcasters, advertising agencies, content producers, operators and application developers to achieve greater consumer engagement by giving them the chance to interact with live TV.

**audioid
live channel
detection benefits**

easy integration
minimum setup time
thanks to pre-configured
server images

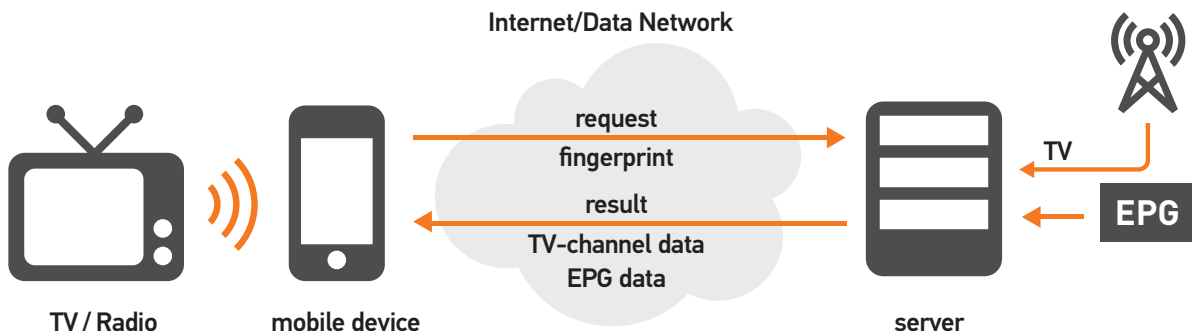
flexible metadata
data format allows
easy integration of
EPG data

precise and fast
accurate synchronization
between live TV and
interactive content within
2 seconds

self-hosting capability
well-suited for private
networks

multicast enabled
works seamlessly
together with DVB
gateways

live channel detection



what is in the box

- demo application with access to a number of test TV channels
- multi-platform mobile device SDKs for iOS and Android
- Source code of example applications
- API documentation
- Server software for Linux OS
- Pre-installed Amazon AWS images

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