

# imageMATCH Search System

## For Enterprise Image and Video Content Management

### PRODUCT DATA SHEET

The award-winning CogniSign **imageMATCH Search System™** product solution has been designed for enterprise users to search and manage the large, dispersed image and video libraries typically found in big companies. The key to the system's capabilities is its high-speed interactive image recognition technology, which allows image and video searching and cataloging based on the contents of the image (or still video) itself. For example, a large advertising firm may be asked by a client to quickly produce all assets in their image and video libraries that have their company logo in an image or video frame:

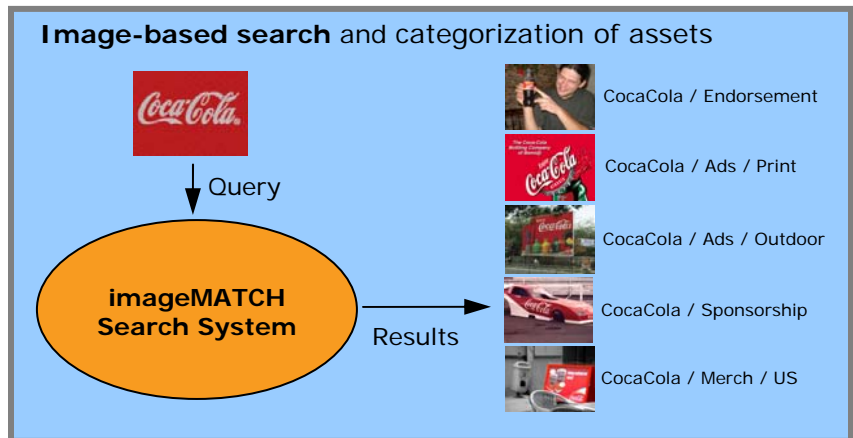
### Image Search and Content Management

A visual search capability allows a user to quickly find similar images or video frames.

This makes it easier to catalog groups of images for future reference.

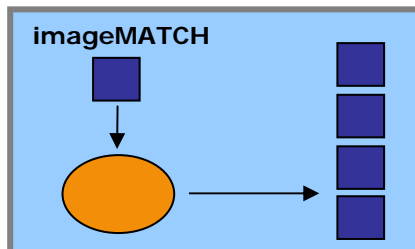
**The results:**

- Real time visual search
- Easy categorization of similar assets
- Automatic and semi-automatic asset naming



### Integrating with Video Content Management Systems

Video content management systems today cannot utilize the most abundant, rich and unique content contained in video: its sequence of still images. The **imageMATCH Search System** provides a powerful search tool for these images, which can augment traditional tools used today in video content management systems:



**The results:**

- Easier identification and grouping of similar assets
- Synthesized search based on both image content and metadata

Media is now almost exclusively digital, and growing computing power and broadband distribution are enabling new image and video applications every day. Large corporations need better tools to manage this explosion of rich media. Search can take on a much more important role in the enterprise user's ability to manage content if search functions can find related image and video assets based on their image content. More traditional content management tools can then be easily extended to manage these assets as a group, creating much more efficient content management procedures and work flows.

The **imageMATCH Search System** is a next-generation enterprise search and content management product solution for image-based rich media. This product offers advances in four critical areas:

## Key Product Features and Benefits

### Real time search with key automation features

The User Interface allows selection of key image features to drive search tasks, and Stored Search allows automatic scanning for similar content as new content is added.

### Powerful content management with content based grouping

Image or video content with similar image data can be managed as a group, with group categorization and naming greatly reducing manual data entry.

### Easy use of low-resolution proxy images

This accommodation allows wide usage of browser-based workstations, easily delivering low-cost solutions to user groups that are geographically dispersed.

### Distributed content storage and detection processing

Core algorithms allow distributed analysis of content across computers, enabling easy deployments of multi-server enterprise applications with unlimited scalability.

## New Product Solutions from New Technology

The **imageMATCH Search System** provides powerful search capabilities by using an innovative computing model that emulates the process of human cognition – the way visual memory and serial attention cooperate in the human brain.

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

**Superior image recognition** - the computing model provides human-like recognition performance when searching for similar image content. As when humans view images, it is sensitive to some discrepancies in color, shape, and viewing perspective, and is highly tolerant to variation in position and scale.

**Interactive user interface** – users can quickly pick key color or shape features in any image to drive a search for similar image content. Stored Search tools allow these images and their feature selections to be saved so that new content added to target databases can be automatically scanned for similarity. This enables automatic or semi-automatic (with human review) image and video content management.

