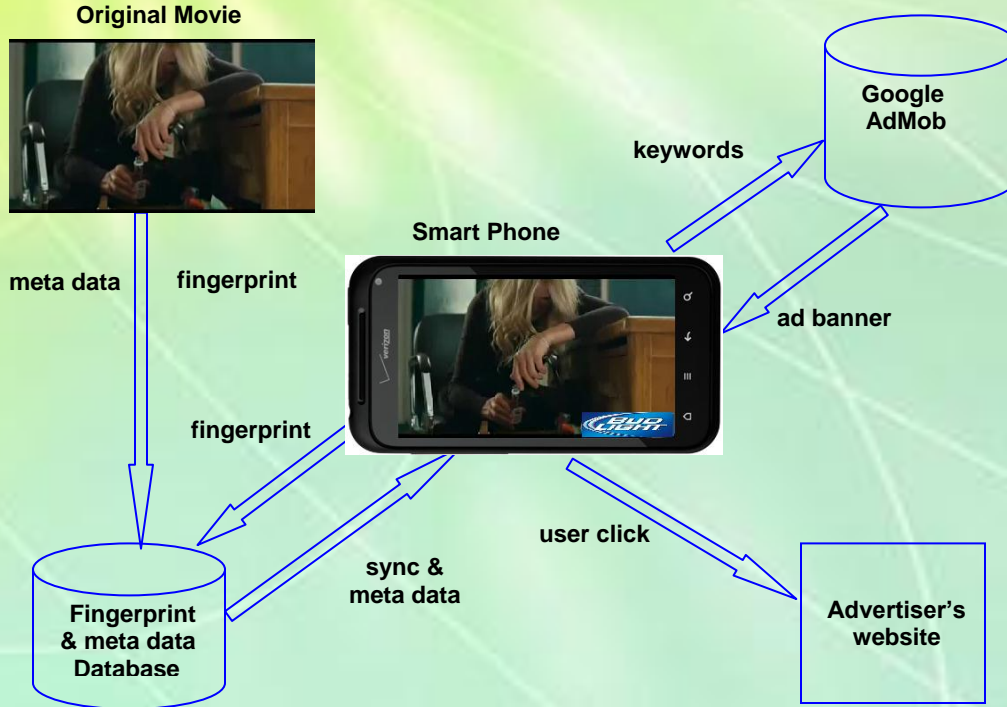


Contextual Advertisement with Video Fingerprinting

How It Works



Workflow Description

Set up

- Fingerprint a movie and add the fingerprint and meta data associated with scenes to the fingerprint database
- Start a fingerprint and meta data server

Smart Phone (Vercury Video Player installed)

- Fingerprint a few seconds of movie
- Send the fingerprint to fingerprint server, get back sync and meta data
- Send the relevant keywords with current scene if any
- Get the ad banner related to the keywords
- Click on the ad to go the advertiser's website

Benefits

For Smart Phone Users

- View ads related to scene only
- Can interact with advertiser
- Easy turn on/off this feature

For Advertisers

- Can display ads related to scene
- Viewers are more likely to buy
- Can interact with viewer