



HS-ART Digital Service GmbH

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PrimaRS – Print Media Advertisement Recognition System

HS-ART announces the release of their print media advertisement recognition system. PrimaRS is a software solution for automatic and semiautomatic recognition of ads in print media like press and magazines.

The PrimaRS suite is a joint development with JOANNEUM RESEARCH and a result of the European research project MediaCampaign (<http://www.media-campaign.eu>) and consists of several applications which are supporting the whole media monitoring workflow for print media starting from semi-automatic clipping, fully automatic ad comparison & recognition to semi-automatic verification and quality control up to delivery of results.

Main Features

- Semi automatic clipping of newspapers and magazines (*AdClipper*)
- Automatic advertisement recognition engine
 - Visual similar creatives
 - Exact matches for the same creative
 - Invariant against: color, scale, printing differences and clipping
 - Modeling of human based comparison techniques (=matching rules)
 - Scalable approach
- User driven comparison for non exact matches (*AdComparer*)
 - Manual matching using auto suggestion (similar creatives)
 - Text based metadata search in DB

- New creative definition
- Flexible DB reports

Application Areas

- **MEDIA-MONITORING:** Automated identification of advertisement campaigns in print media and tv
- **DATA-MINING:** structuring of unsorted image/video databases, content-based image retrieval (CBIR)
- **CRIMINALISTIC:** Identification of similar environments with different people, etc...
- **GENERAL:** Identification of unknown images & videos

For further information please see http://www.hs-art.com/html/products/prima_rs.html.

HS-ART Digital Service GmbH is a technology company based in Graz, Austria. HS-ART provides software solutions for the professional market in the fields of digital film restoration and media monitoring. Please see <http://www.hs-art.com> for further details.