

BRAND DETECTOR

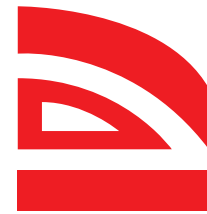


Photo: by Steve Gregory



Photo: by Hank Missenheim_Jr



Photo: by Sean Russel, www.predatorshockey.net



Photo: by Don Macdonald (gavandanna)

Do you know how visible your brand is? – We do!

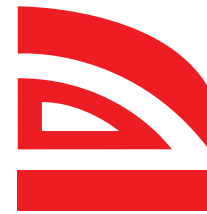
BrandDetector provides brand owners with concise information on the value of their advertisement investment. Ad agencies are able to prove the value of placed advertisements to their customers and get reliable data to plan future campaigns.

Sponsors can use **BrandDetector** to measure the effectiveness of their sponsorship.

You will open up a new dimension in monitoring of advertisements by adoption of this sophisticated product.

www.hs-art.com/products/branddetector.html

BRAND DETECTOR



Keyframe	Logo	Length	Visibility	Structure	Readability	OtherLogo	Average Size
	FOSTER'S	00:00:04:11	partially occluded	hoarding	3	no	8.37 %
	FOSTER'S	00:00:04:11	fair	hoarding	30	no	7.16 %
	orange	00:00:03:15	perfect	hoarding	181	yes	2.87 %
	FOSTER'S	00:00:03:02	fair	hoarding	85	no	0.32 %
	FOSTER'S	00:00:02:00	fair	hoarding	45	yes	1.45 %
	FOSTER'S	00:00:04:00	blurred	hoarding	178	no	0.97 %
	orange	00:00:00:01	fair	panel	47	yes	1.91 %
	FOSTER'S	00:00:02:16	good	panel	95	no	1.16 %
	FOSTER'S	00:00:02:16	good	panel	139	no	1.93 %

Contact

Marketing & Support

HS-ART
DIGITAL SERVICE GMBH

HS-ART Digital Service GmbH
Walter Plaschzug
Dietrichsteinplatz 3
8010 Graz, Austria
phone: +43 316 915 998 12
plaschzug@hs-art.com

Research & Development

JOANNEUM



RESEARCH

JOANNEUM RESEARCH
Forschungsgesellschaft mbH
Institute of
Information Systems &
Information Management
Werner Haas
Steyrergasse 17
8010 Graz, Austria
phone: +43 316 876 1119
iis@joanneum.at

Purpose

Advertisements placed on publicity panels, cars or players' shirts reach a broad audience. **BrandDetector** supports detection and recognition of company logos within such advertisements in TV-broadcast content. Specifically the occurrence of brands in terms of size, duration, visibility and position of logos is measured and logged.

While monitoring **BrandDetector** looks for specified logos and recognizes them almost independent of size, rotation, lighting, perspective distortion, partial occlusions and position, including also multiple occurrences. Once identified a logo is tracked until it disappears and an occurrence entry for this logo is generated.

Results

The results of the monitoring process are visualised during the analysis giving immediate feedback to the operator. An occurrence protocol eases further use and manual interaction for quality assurance.

visibility and readability. The brand attention factor considers the average size and position of the brand, taking into account that brands in the centre of the image usually obtain more attention.

Customised reports can be generated including the brand attention factor, the duration of continuous

All reports are generated in HTML or CSV format for publication or immediate analysis by an operator.

Benefits

- **BrandDetector** delivers concise and objective information on brand visibility in TV, e.g. for sports casts.
- **BrandDetector** allows for fast turnaround times with only little need for operator interaction.
- **BrandDetector** relieves operators from time-consuming and tiring examination of videos.
- **BrandDetector** has an open architecture and may easily be integrated with legacy applications.

System Requirements

BrandDetector comes as an off-the-shelf software solution.

It will run on professional PC workstations with 1 GB RAM and 100 GB disk space under MS Windows XP and DirectX 9.0c.