



PRESS RELEASE

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LOGO TRACKING TECHNOLOGY BECOMES MORE SOPHISTICATED

Innovative technology used to track brand exposure during broadcasts of international sporting events such as Formula One and the World Cup could now be more widely used by the marketing industry after being developed onto a smaller system that is more cost effective and easier to use.

The world leading Magellan technology has previously been used by larger agencies and Rights Holders to track logos from world renowned brands such as Budweiser HSBC and Vodafone.

It gives levels of detail previously unobtainable including size, position on screen and angle as well as duration of exposure of individual logos, on hoardings, clothing and other surfaces. This enables agencies to give accurate valuations of on screen exposure, resulting in very accurate measurement of ROI for sponsors, teams and other interested parties.

Until now, Magellan installations have run on platforms consisting of workstations and servers, designed to process large volumes of video on a daily basis.

Applied Image Recognition Ltd, (AIR) world wide distributors of Magellan, has developed a new single workstation system to provide a portable and more cost effective solution for smaller agencies to track logos for the first time with the same level of accuracy and consistency provided by much larger systems.

Developed by OmniPerception, (www.omniperception.com) Magellan automatically detects logos in video streams, accurately and consistently. It provides companies with vital data about the effectiveness of their brands such as the duration of the logo or brand on screen, the percentage on screen, the size, location and angle of occurrence.

Ian Young Chief Executive Officer of AIR explained: “It is now recognised by the marketing industry across the world that logo analysis is an effective way of measuring brand exposure at major sporting events.

“The development of the next generation Magellan is an exciting step forward for us which we hope will have implications for the industry as a whole because it will enable more agencies to carry out logo analysis than has previously been in the past.”

For more information contact: info@air-ltd.com or go to www.air-ltd.com

For press information contact: Carol Jenkins on 07786 132375 or email at caroljenkinsnews@aol.com

NOTES FOR EDITORS

Magellan searches through frames of video to detect the exposure of a brand, image or logo automatically.

It is capable of:

- Integrated automatic brand analysis
- Real time analysis
- Multiple brand/logo detection in one pass
- High accuracy recognition

Benefits of using Magellan include:

- More rapid throughput of reports
- Cost effective use of time (analysis can be scheduled over night and at weekends)
- Increased level of analysis
- Ability to tune the system to individual jobs and individual logos.