

SM3: Social and Multimedia Metadata Manager

“Social Networks and User Generated Content (UGC) are relentlessly transforming the Internet and the way users interact”

Users demand regular new product & feature introduction. Typically new metadata is required

- However, a traditional “Broadcast metadata focused” DAMS/VMS is inflexible, and unlikely to support this

Users want enhanced search, Personalization, EPG’s and Recommendations

- Unfortunately, DAMS/VMS metadata is often inadequate to provide a differentiating experience

Companies need to continually enhance their content value, using additional metadata to improve user experience and RoI

- Unfortunately, changing a DAMS/VMS or adding metadata can be a slow and expensive task

...SM3 is the “missing link” to solve existing Telco / Cable / Media company metadata problems while enabling UGC system integration

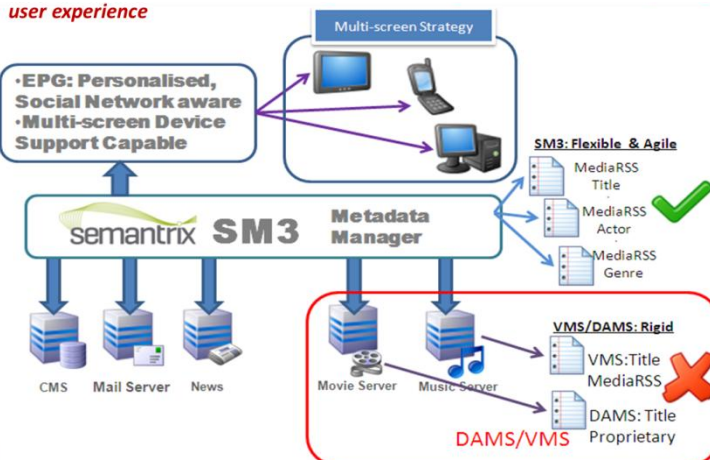
SM3 is an adaptable text and multimedia metadata management system designed to “front” and enhance commercial VMS & DAMS

Key Enterprise & Telco needs are addressed

Easy to integrate with existing subscription and billing systems (Semantic adapters)

- SM3 enhanced metadata facilitates new product opportunities not possible with a DAMS / VMS
- Supports custom R/T EPG & multi-screen channel delivery
- Increases user search satisfaction and access to long-tail content
- SM3 can ingest & emulate existing DAMS indexes
- Simplifies DAMS / VMS upgrade dependencies
- EPG can integrate User and Social network preferences across devices

Provides a core enabler to provide next-generation EPG and content enhancement services – maximising access to long-tail content and improving user experience

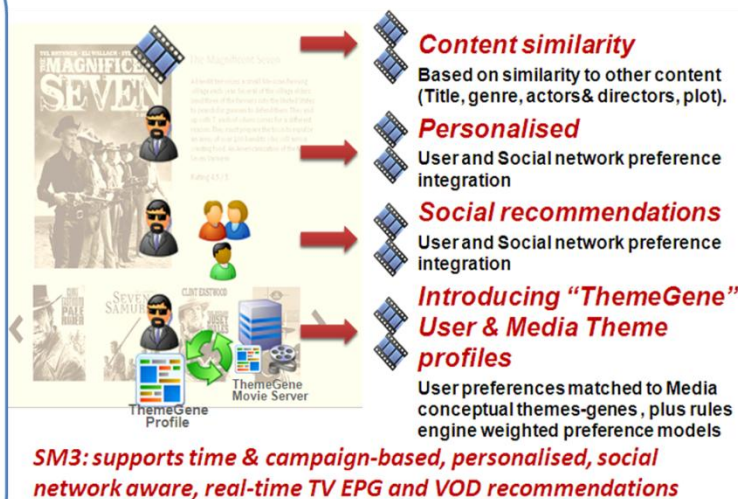


SM3 is agile, isolates change, & lowers cost!

SM3 is an Enabler for the Next Generation of Social Network Aware Intelligent Media Recommendation, Personalisation, Conceptual Search, Semantic Advertising and UGC System Integration. SM3 enables capabilities not available to traditional DAMS/VMS systems and emerging UGC systems.

- Extensible Movies metadata core representing relevant attributes (theme, title, actor, director, music tracks,...)
- Personalisation & Social networks
- Pluggable Recommendations & Search options
- Integrate catalogues & EPG standards like TV-Anytime – to produce personalised recommendations.
- Integrates with IPTV, STB, Widgets & Appliances
- Semantic Advertising (scene, etc)
- Developing ThemeGene Recommendations

SM3: Every Telco's Best Friend!



Interested in using or investing in the SM3 Platform? Call us to find out more

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