



**Better monetize your audio and video content... automatically.**

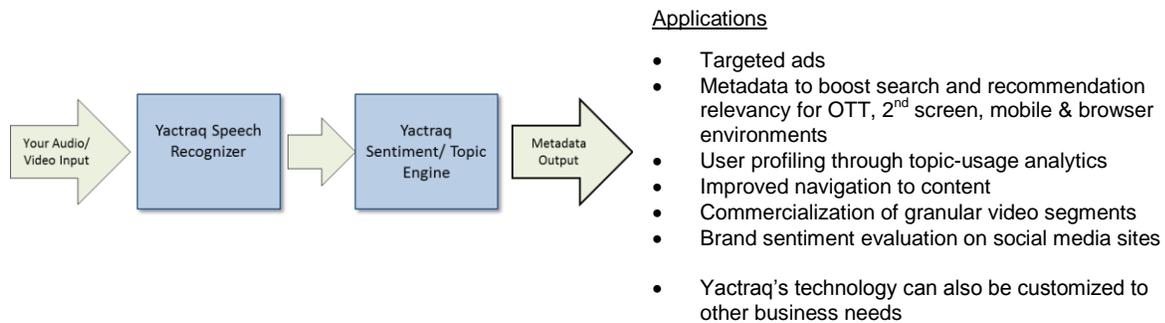
The exponentially increasing amount of audio/video being consumed online provide businesses a unique opportunity to generate new revenues. Yet content owners and publishers are limited in their ability to leverage this asset since computers are still built to process text and numbers, not audiovisual content. As a result inventorying, indexing and making content discoverable can be burdensome, with today's solutions which are either labor intensive or very expensive.

### The Yactraq solution

Yactraq offers a way to make your content searchable, index-able and ad-friendly down to every 1 minute segment!

Our quick and inexpensive meta-tagging of audio/video content allows your feature developers to easily use, publish, manipulate and universally enrich all of your content. Unlike competitors, the combination of speech recognition and patent-pending topic and sentiment engines, provides an unparalleled level of detailed and quantitative metadata, usable in many applications.

Fully automated Yactraq technology seamlessly integrates with most content management, processing and publishing platforms. This functionality has many applications, and opens up new ways of monetizing video.



### Benefits and Differentiation

- Automated process increases speed to near real-time and reduces cost and labor constraints to a fraction of that of conventional solutions
- Far richer metadata will leapfrog the relevancy/accuracy of search and recommendation
- Virtually no limit to metadata topics (as opposed to current pre-set metadata type)
- Metadata covers time-code precise segments of a video program as opposed to the entire show; opening the door to new monetization strategies
- Topic + sentiment engines produce the ability to offer blunder-free contextual ads or interactive services
- You get only what you need: Independent solution that can be easily tailored to your applications. No need to buy/add unnecessary functionality
- Yactraq offers flexible, easy integration and pricing models that will adapt to your technical and business targets

### Company

Based in British Columbia with offices in Silicon Valley, Yactraq was founded by veterans with collectively over 40 years of experience in telecom, video, broadcast and pattern recognition technologies. This patent-pending technology has already been deployed in several million minutes of content online to date with live production customers such as DAR.FM.

*" Yactraq software is at the core of DAR.FM's monetization strategy. Yactraq's technology combined with its flexible business model has provided DAR.FM with new navigation possibilities and monetization of our audio files. This is the future of internet audio and video."*  
- Michael Robertson (Founder - DAR.FM and Yactraq customer)

### Contact info:

- Jeh Daruvala, CEO - jeh@yactraq.com
- Francois Modarresse, VP Business Development - francois@yactraq.com

