**iQ Media Corporate Website**

**Stop-Gap Updates – August 2012**

**Products Page**

Headline:

cliQ: A Media Intelligence Platform

Copy:

cliQ is the innovative way to work with TV media content. Our customers use cliQ to better control their message, protect their brand, and power innovative communications outreach programs.

cliQ is based on software advancements pioneered by iQ Media. It overcomes the limitations inherent to TV monitoring services and empowers users to leverage video content in ways that are not possible with traditional approaches.

(graphic goes here … to be provided by Miller Volpe)

cliQ is based on a unique three-level architecture:

* **Optimized Media Cloud**: A powerful resource with direct links to massive media databases covering virtually all broadcast TV – kept indefinitely available in the Cloud and optimized for rapid retrieval.
* **Inline Media Workspace**: A powerful toolset for quickly finding, pinpointing, and clipping the video content that is most relevant to your needs.
* **My iQ**: Advanced sharing and management capabilities that empower organizations to go beyond TV monitoring to truly leverage the power of video clips in outbound communications. Customers use My iQ to amass an arsenal of video clips that they keep in the Cloud for future use.

**Optimized Media Cloud Page**

Headline:

cliQ’s Optimized Media Cloud

Making Relevant Content Immediately Reachable

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Today organizations can implement a Media Intelligence Platform, which empowers them to leverage video content in ways that were not possible until now. At the core of this transformation is an unseen but crucial technology breakthrough: the Optimized Media Cloud.

Until now, broadcast media could only be “monitored.” It was available to users for just a temporary period – usually less than 90 days. Monitoring services did not make any provision for permanent user storage or the inclusion of user-generated content.

cliQ’s Optimized Media Could removes those limitations with these capabilities:

* Total Recall. Media is available for longer periods – even indefinitely. The benefit to users is that dated TV media, which suddenly becomes important, can still be accessed through cliQ’s Optimized Media Cloud.
* User Generated Content. Customers can put their own user-generated content into the Optimized Media Cloud. cliQ also provides a way for enterprises to catalog and store all of their video clips in the Optimized Media Cloud.
* Multidimensional Optimization. Media is optimized in several key ways: availability, accessibility, and quality. cliQ makes media available far longer, accessible far more quickly, and presented in a higher quality format.

The media access infrastructure is not hardware-based. It is a software solution that leverages and is compatible with modern Internet technology. All media, whether broadcast TV, user-generated video, or user-created video clips, is accessed through the Cloud. Users have instant access to media at all times from any Internet-capable platform.

To learn more, download the product information document on the Optimized Media Cloud.

**Inline Media Workspace Page**

Heading:

cliQ’s Inline Media Workspace

Maximizing Return on Time Spent

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cliQ’s Inline Media Workspace empowers users to quickly find, pinpoint, and repurpose important video content. It is integrated into the way people naturally work with broadcast TV media, and includes an array of web-based tools that eliminate wasted time.

**Find It Fast**

cliQ users spend less time searching and more time working with relevant media. That’s because searches are a snap with these tools:

* Turbo Search: Returns results to complex queries from cliQ’s Optimized Media Cloud almost instantaneously
* Intelligent Drill-Down: Enables users to qualify searches by DMA, program name, program type, airing date, and other filters to narrow the search results.
* Proximity Detection: Enables context search (e.g., find coverage where “congress” and “debt ceiling” are mentioned within 15 words of each other)
* Always-On Agents: Search bots that users set up to evaluate TV media as it is being aired – continuously on a 24x7 basis. Users can be notified of a hit as quickly as 90 seconds after the video was aired.

**Pinpoint It Quickly**

The Inline Media Workspace is specifically designed for fast evaluation of search results, with no wasted time or extra steps. These facilities help users make rapid yet accurate decisions about video content:

* Parallel Preview: See video immediately displayed along with its closed caption text
* One-Click Sync: Jump directly to the content you want by simply clicking on your highlighted search term in the text
* Instant Play: Immediately preview videos with a single click; there is no need for another access process

**Clip It Precisely**

Once a great segment of relevant video is identified, users take advantage of cliQ’s Point and Clipper to repurpose it. The process really is as simple as point-and-clip:

* Visual Interface: A slider bar is used to quickly set the approximate begin and end points of the clip.
* Precision Assist: Keyboard shortcuts enable users to edit the video clip down to the exact frame.
* Ready for Reuse: With a single click, the user sends a finished clip to the My iQ Enterprise Media Center. In just seconds, the clip is categorized, indexed, and ready for sharing in a wide variety of ways.

To learn more, download the product information document on the Inline Media Workspace.

**My iQ Page**

My iQ

Your Enterprise Media Center

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Organizations that just monitor the media usually operate in react-mode or simply accumulate “mentions” for later reporting. They miss out on many opportunities to proactively leverage media coverage to their advantage, partly because they don’t have the tools to do it. My iQ changes all that, enabling organizations with a vision to take their communications programs to new levels.

Central to My iQ is the ability for users to create and maintain libraries of video clips. In this way, an arsenal of high-value media is amassed over time and remains permanently available to the organization. My iQ includes these capabilities:

**Media Management**

* Clip Catalog: User-created video clips are categorized and made searchable with user-specified keywords.
* Optimized Media Cloud Access: My iQ keeps user clips in cliQ’s Optimized Media Cloud. The same tools used for rapid searches of broadcast media can also be used to find clips in the My iQ library
* Organizational Sharing. Each individual user can have a separate My iQ library, and libraries can be shared to provide a true organizational media arsenal.
* Fair Use Protection: My iQ enables the appropriate response to Fair Use complaints while ensuring that your clips are not arbitrarily taken offline as happens often with external hosting services like YouTube.

**Sharing**

* e-Clips: Send emails of clips – it’s as easy as entering the destination email address.
* Go Viral Boost: Recipients can use cliQ tools to re-share clips to an exponentially expanding audience.
* Social Media Links: Instantly post clips to popular social media sites like Facebook and Twitter
* Clip-Casting: Stream high quality clips from pages on a corporate website in one simple step.
* Dynamic Video Gallery: My iQ can embed a complete video gallery into a designated page on a corporate web site. Users click on thumbnails and video is streamed directly from My iQ.

**User-Generated Content**

The capabilities described above are unique to the cliQ Media Intelligence Platform. Now imagine how powerful they become when User Generated Content (UGC) can be integrated into My iQ – and that’s exactly what cliQ delivers.

UGC is a new way to increase media leverage, but traditional TV monitoring services have no support for it. However, with My iQ, organizations can:

* Upload UGC: A virtually unlimited amount of UGC can be uploaded into the cliQ Media Intelligence Platform, where it is placed into the Optimized Media Cloud and management by My iQ.
* UGC Clips: The same tools that are used to search and clip broadcast TV content can also be used on an organization’s own content.
* UGC Sharing: The same My iQ facilities used to share broadcast content can be used to share an organization’s own content.

To learn more, download the product information document on the My iQ Enterprise Media Center.