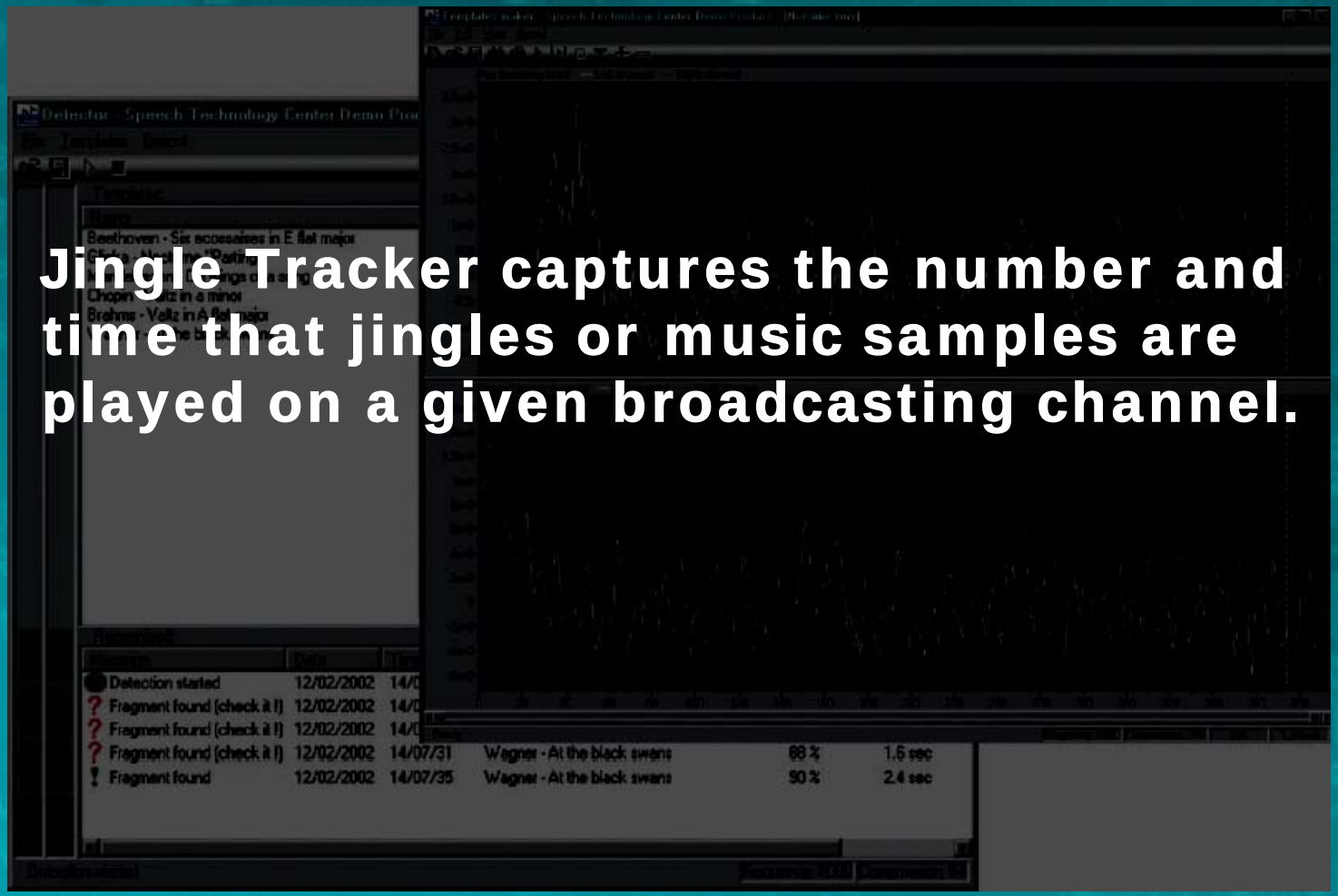
Jingle Tracker & Music Spotting

Identifying music in a live sound stream

Jingle Tracker & Music Spotting

- Applications



Jingle Tracker captures the number and time that jingles or music samples are played on a given broadcasting channel.

Jingle Tracker & Music Spotting

Applications

- Advertising agencies: To identify the number of times and when a promotion jingle plays back on a number of broadcasting channels.
- Broadcasting & Music Copyright organisations: To check how many times and when music plays back on a number of broadcasting channels.

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Structure

- Implementing Music Spotting assumes two major stages:

- Creation of a database: In order to start using music recognition a database of templates has to be created. Here, two options are available:
  1) manual -Template Maker software;
  2) automatic (available in SDK only)

- Identification: The recognition server software logs any occurrence of the data included in the database.

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Advantages

- Analysis in real-time provides instant identification in a live broadcast;
- Low-resource consumption – runs on standard personal computers (PC);
- Adjusting accuracy and performance provides easy adaptation for different tasks

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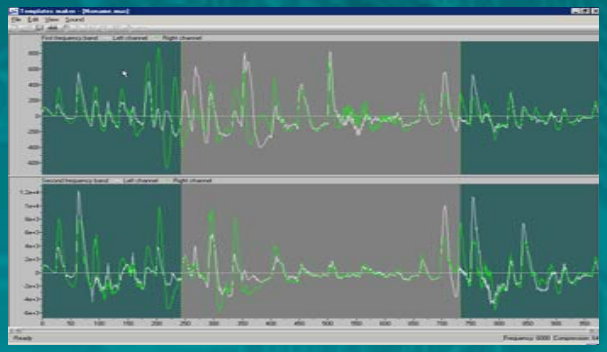
Template maker

Template Maker is a convenient tool used to create a database of templates from a number of desired musical / advertisement samples

The database should be created before the recognition can be initiated.

The additional information for any record can be specified, such as:
- Template ID, Title, Owner's ID, Publisher's ID, Time, Date, etc.



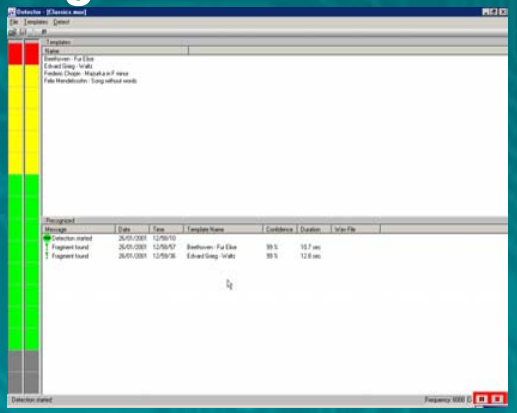
Jingle Tracker

Recognition server

Recognition server is the core application to analyze live sound stream, recognize musical fragments and to perform reporting.

The software provides successful recognition of about 1,500 x 1 minute templates running on Pentium IV 1.5GHz system

One server application is capable to perform recognition for one channel per single CPU.



Music Spotting

Developer's kit

Music recognition library will allow Windows developers to create sophisticated and customized applications based on STC technology.

Music Spotting SDK features:

- **More flexibility in delivering extra features apart from Jingle Tracker application;**
- **Automatic creation of the templates;**
- **Analysis by processing a prerecorded stream;**

The development version includes demo software.

Flexible licensing policy.

Contact

Speech Technology Center
St.Petersburg, Russia
http://www.speechpro.com
email: sales@speechpro.com

☎ Tel. +7 812 3310665
Fax +7 812 3279297

German office:
Speech Tech GmbH
Saarbrücken, Germany
http://www.speech-tek.com
email: sales@speech-tek.com

☎ Tel. +49 681 9655709
Fax +49 69 25577077