

★ FEATURES ★

Audio Recognition

Movie Trailer

AXWAVE'S BLOCKBUSTER ACR ALGORITHMS ALLOW MOVIEQU APP USERS TO CAPTURE FILM TRAILERS ON MOBILE DEVICES

THE MOVIEQU STORY: BLAZING A TRAIL TO TRAILERS

It's not uncommon to watch a movie trailer in a theater, make a mental note to see the film when it comes out, and then two hours later forget the movie trailer altogether. If MovieQu has its way, not remembering movie trailers will soon be a distant memory. They've created an app that will enable film buffs to capture coming attractions on their mobile devices. A poster of the film will be placed in their queue, which they can then flip around Tinder-style to scope out the cast and other pertinent deets. They'll also be able to watch the trailer (again) and get notifications for the film's opening.



THE CHALLENGE: KEEPING QUIET ON THE "SET"

While MovieQu's storyline was appealing, they were missing one very important plot point: how to allow cinephiles to snag the trailers on their mobile devices without actually "using" their mobile devices. That is, they wanted to come up with a way that would be unobtrusive so as not to incur the wrath of "law-abiding" patrons. Sound recognition was the most logical choice. And that meant finding an automatic content recognition (ACR) technology that was as reliable as a box office star.

THE SOLUTION: AXWAVE NEXT-GENERATION MOBILE ACR FOR ANY APPLICATION

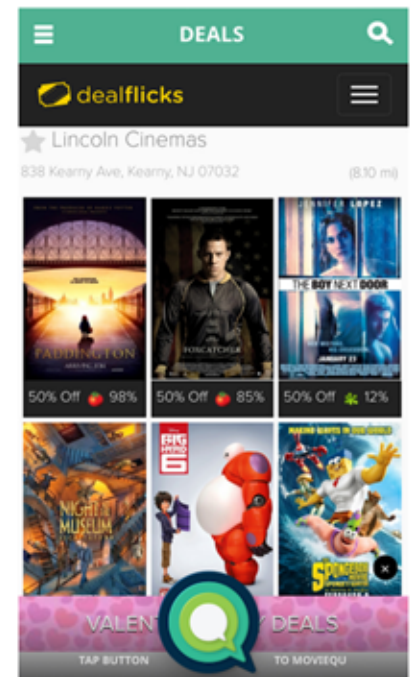
MovieQu was drawn to Axwave, the mobile app media-enabling technology experts. In particular, they were captivated by the Palo Alto, CA-based company's world-class ACR algorithms that can be customized for any media content application including movie trailers. Axwave delivers an easy-to-integrate software development kit (SDK) with extremely efficient functionality. Their highly advanced ACR encrypts, compresses, and sends 1KB of "fingerprint" data to the servers to decipher – that's over 100 times less data than other solutions. MovieQu is an Enterprise customer of Axwave, where the recognition technology has been customized specifically for the MovieQu application.

"Axwave's sound recognition capability is the greatest event in movies since, well, sound."

THE RESULT: ONE CLICK PER FLICK

Axwave met MovieQu's challenge by simplifying the trailer-capturing app so that it works at the click of just one button. There's no typing and no tapping – and no ticking off nearby audience members.

And, of course, the monetization opportunities that will be afforded the movie studios of those soon-to-be-released films will provide the happiest of Hollywood endings.



AXWAVE BACKGROUNDER: THE AXWAVE SDK ALLOWS APP DEVELOPERS TO EFFICIENTLY RECOGNIZE LIVE TV, TV ADS, ONDEMAND VIDEO (NETFLIX), MUSIC AND OTHER AUDIO FILES SO THAT USERS GET AN EXCITING ENHANCED MEDIA EXPERIENCE.

IF YOU WOULD LIKE TO USE THE TECHNOLOGY THEN PLEASE CONTACT: INFO@AXWAVE.COM