

Since launching last year, Axwave has rapidly expanded to over 3 Billion recognition queries per month using mobile apps in the United States

Palo Alto – March 31st, 2015 – Axwave, the leading mobile app content recognition experts, announces it has reached over 3 Billion content recognition queries per month in the United States. The Axwave technology allows app developers to understand what mobile users are currently watching by recognizing live TV, TV ads, and DVR, as well as over-the-top (“OTT”) TV content and music.

“Since 2014, we have quickly established ourselves as the leading content recognition solution for mobile,” said Damian Scavo, Axwave CEO. “These recognition queries represent over 60 million minutes of user content recognized per month and we expect to continue our current 40% monthly growth rate, making the Axwave solution a proven, scalable and reliable solution for mobile app developers.”

Axwave’s highly advanced automatic content recognition (ACR) encrypts and compresses the microphone audio then sends a very small “fingerprint” of data to the servers to decipher, which is several orders of magnitude more efficient than other solutions. The world-class ACR algorithms are optimized to be able to recognize this single small fingerprint over multiple content types, including over 200 Live TV channels, 60,000 TV ads, 30-days of DVR time-lapsed Live TV, OTT content from services like Netflix, Amazon, iTunes & Hulu and over 20M music tracks.

The Axwave technology has been downloaded over 10 million times, included as a software development kit (“SDK”) in a wide variety of different mobile applications. The Axwave app developer partners truly appreciate the world-wide content coverage as well as the incredibly reliable and efficient technology. For example, the highly-optimized content recognition technology allows apps to go into an “always on” auto discovery mode without any degradation in a mobile device’s battery life.

About Axwave

Axwave, the Palo Alto, CA-based company delivers a free and easy-to-integrate software development kit (SDK) which allows app developers to efficiently recognize live TV, TV ads, DVR, OnDemand Video (including Netflix), music and other audio files. This real-time data on user’s live and past media consumption habits allows app developers and marketers to provide better user experiences as well as understand who has viewed TV content.

If you would like to contact Axwave then please email us at pr@axwave.com.