

Interactive Media Contextual Analysis Platform



- ❖ Accurate and reliable media content extraction;
- ❖ Media content analysis, classification, and summarization;
- ❖ Relevant contextual recommendations;
- ❖ Relevant ad placement.

Build a platform that:

- discovers media content;
- extracts semantic layer of data;
- creates uniform semantic content representation.

Content discovery and semantic data extraction is a challenging task:

Modern websites and mobile application are using a mix of video, image, sound, and textual content.

They include numerous advertisements of different natures: video ads, image ads, in-text ads, pop-up banners, natural ads, in-app ads, and product placements.

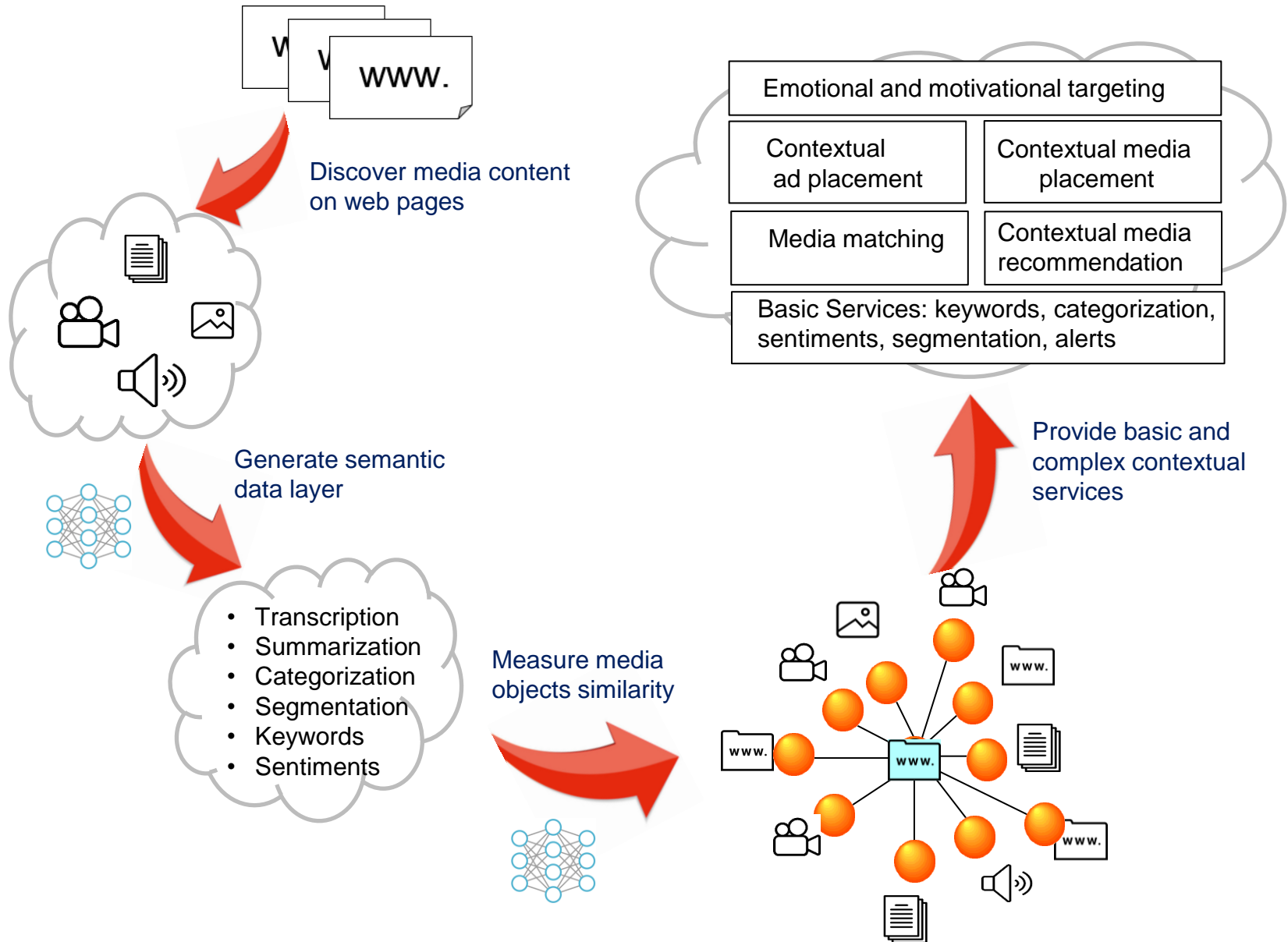
 **RELETON** - the interactive media contextual analysis platform

- ❖ Discovers media content in webpages and extracts its semantic information;
- ❖ Provides, as a service, transcription (video, audio), keyword extraction, categorization, summarization, sentiment analysis, and objectional content detection;
- ❖ Integrated and custom services: ad matching, recommendations, targeted motivations.

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- The logo for RELETON, featuring a stylized globe with red and blue segments and a trail of small red dots to its right.
- RELETON** consists of the following components:
- **Content Discovery Engine.** Scrapes webpages, discovers media content;
 - **Semantic Layer Engine.** Extracts semantic layers from discovered media sources.
 - **Semantic Content Representation Engine.** Builds uniform semantic content representation.
 - **Metrization Engine.** Computes similarity distance between semantic contents.

- ❖ Media content discovery,
- ❖ Content semantic representation (keywords, categorization, sentiments, alerts)
- ❖ Content metrization;
- ❖ Creation and support of basic services;
- ❖ Integration of basic services into a custom solution;
- ❖ Interactive platform pipeline optimization;

How The Platform Works



Enterprise Solutions



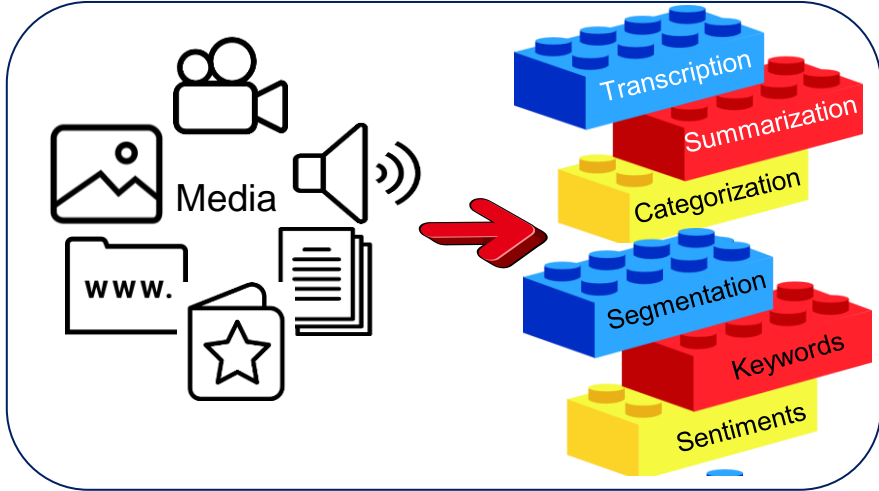
Custom (Integrated) Services

Contextual Media Placement	Contextual Media Recommendation	Media Matching	Programmatic Contextual Ad Placement	Emotional and Motivational Targeting
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Basic Semantic Media Services

Media Sources <ul style="list-style-type: none">• Video• Sound• Webpages• Documents• Docs• Images	Semantic Data Layers <ul style="list-style-type: none">• Transcription• Summarization• Categorization• Segmentation• Keywords• Sentiments
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Web page Categorization Service (RWeb-C)

- Service Description: web page categorization
- Operation: real-time, batch mode
- Standard categorization options:
 - DMOZ (open source categorization);
 - IAB;
 - Google categories (Google NLP)



Analyze Text

Analyze Website

Clear

kbb.com

Open Directory (DMOZ)

Shopping/Vehicles/Autos	100
Home/Consumer Information/Automobiles/Purchasing	100
Business/Automotive/Retail	100

IAB

Automotive/Auto Buying and Selling	100
Automotive/Auto Insurance	81.6
Automotive/Auto Type/Certified Pre-Owned Cars	26.3

Google

Autos & Vehicles	100
Autos & Vehicles/Vehicle Shopping	79.4
Autos & Vehicles/Vehicle Shopping/Used Vehicles	44.6

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