



New US Broadcast Verification Service from Idioma Eases Pre-Encoding Headaches, Gives Advertisers Power to Choose

Automatic media fingerprinting technology – coupled with an established US monitoring network – empowers advertisers to rollout ads faster, verify broadcasts more efficiently, and better evaluate ad spending ROI.

NETANYA, ISRAEL – August 1, 2007 -- Idioma Ltd. today announced that its recently-launched nationwide broadcast monitoring and verification services would offer advertisers significant added-value by bypassing the need to pre-encode broadcast media where such process is costly and cumbersome. Idioma now offers advertisers wishing to verify and track their spending a choice between traditional watermarking encoding, and a new verification technology and workflow which eliminates the need for pre-encoding.

In the wake of a successful US broadcast monitoring network launch earlier this year, Idioma gained industry recognition as the first provider to offer comprehensive monitoring and verification services based on proprietary media monitoring and digital workflow technology. Now, Idioma once again takes center stage by offering advertisers a choice between traditional watermarking and automated fingerprinting for their ads – while still ensuring ironclad monitoring.

Idioma's SmartLog platform is a modular, enterprise-level, scalable digital content capture, analysis and management platform. Deployed by advertisers and media monitoring firms worldwide, SmartLog is the only hybrid system that supports both fully-automated fingerprinting and traditional watermarking as the basis for monitoring. This allows advertisers to streamline ad rollout by eliminating pre-encoding.

Complementing Idioma's innovative technology is a mature, distributed and established monitoring network infrastructure with a fully-functional operations center in Boston, a professional operations facility in Mumbai, India, and a US-based post-processing center. Together with strategic partners that include leading US media firms, Idioma leverages this infrastructure to provide services to major US advertisers and editorial information markets, as well as new online marketing segments such as web video content providers.

"We listened carefully to our clients, and realized that we need to empower them to optimize their verification and discrepancy analysis workflow" noted Ziv Gottesfeld, Founder and Vice Chairman of Idioma. "While there are objectives that can only be achieved with watermarking, the vast majority of advertiser requirements together with additional benefits can be offered by fingerprinting-based technology and methodology. Rather than making the choice for them, we decided to be the first to provide advertisers with the best of both worlds," he concluded.

Zeev Schlik, newly-appointed Idioma CEO, agrees. "Idioma's business philosophy has always been customer-centric," he noted. "Now, we continue to place the client's needs first while adding unique benefits such as the ability to verify spots, or track competitor ads, even 72 hours after first airing."

About Idioma

Idioma is a leading provider of media monitoring and information solutions and services. The company offers media information firms, enterprises, advertisers,



broadcasters, and governments cutting-edge software solutions and services that streamline the capture, detection, indexing, analysis, storage and re-purposing of audio and video media and related information.

Leveraging its mature SmartLog™ platform, which has been serving global customers since 2000, Idioma provides nationwide US broadcast monitoring services, providing timely and reliable editorial, competitive advertising, and advertising verification services.

For more information, please visit www.idiomasolutions.com, or contact us directly at info@idiomasolutions.com.