

VAdBrush

Automated intelligent system for ad replacement in live broadcasts. Banners blurring in real-time

Ad removal

Ad replacement

Real time detection

Content filtering

Legal compliance

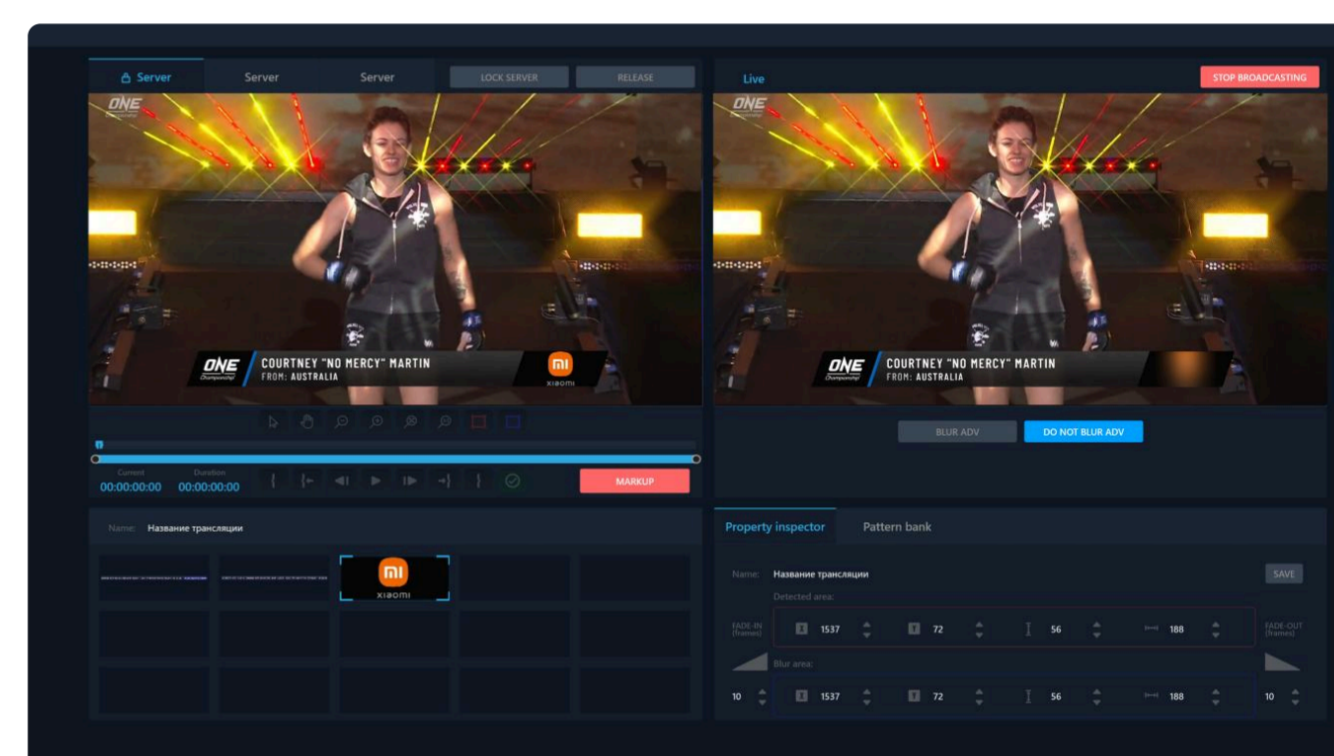
In live broadcasts, unauthorized advertising banners, Brand names, Logo, video images often appear, leading to potential legal and regulatory issues.

These advertisements may infringe on licensing agreements or display brands whose activities are restricted in certain regions, posing a risk to broadcasters and content distributors. Failure to remove unauthorized advertising can result in legal liabilities, fines, and damage to the reputation of broadcasters. It also undermines viewer experience and may lead to audience dissatisfaction or loss of trust.

VAdBrush offers an automated and intelligent solution to detect and remove unauthorized advertising in real-time broadcast video streams. By identifying and blurring out these advertisements, VAdBrush ensures compliance with licensing agreements, regulatory standards, and brand protection policies.

Upon detection, the system automatically blurs the offending content in the video stream, ensuring that it is not visible to viewers. This proactive approach prevents legal disputes, maintains broadcast integrity, and safeguards brand reputation.

Additionally, VAdBrush features a user-friendly interface for operators to monitor broadcasts and take necessary actions in real-time, ensuring smooth and compliant content delivery.



Key Features

- Real-time banner detection and concealment
- Up to 24 patterns simultaneously
- Loop recording of input signal
- Signal delay 1.5 seconds
- Visual control of input and output signals
- Visual sample editing feature
- Client-server technology
- Unified pattern database
- Operation logging
- Up to 3 channels simultaneously
- Real-time Blur and Ad detection
- Scalability
- Reliability and Redundancy
- Support for various banners and transitions

Highlights

Rapid Template Integration:

Quickly incorporate new templates into your broadcast workflow, ensuring adaptability to changing advertising requirements and content.

Efficient Template Management:

Seamlessly work with the main template archive, allowing easy access to a wide range of advertising patterns for effective banner detection and replacement.

On-the-Fly Template Addition:

Add templates to your local bank during live broadcasts, enabling immediate response to new advertising patterns or emerging content needs without interrupting the broadcast.

Comprehensive Logging:

Access detailed system logs to track banner replacement jobs, including information on replaced banners, timing, and channels, facilitating thorough monitoring and analysis of broadcast activity.

Visual Verification:

Ensure accurate banner replacement with visual control of the replacement process, providing operators with real-time feedback on the effectiveness of the system's actions.

Benefits

Legal Protection:

The system can protect your broadcast from potential legal liabilities and fines associated with displaying unauthorized advertising content.

Brand Integrity:

You can safeguard brand reputation by ensuring that only authorized advertisements are displayed to your audience, maintaining brand consistency and trust.

Viewer Satisfaction:

Enhance viewer experience by delivering uninterrupted broadcasts free from distracting or irrelevant advertising content.

Operational Efficiency:

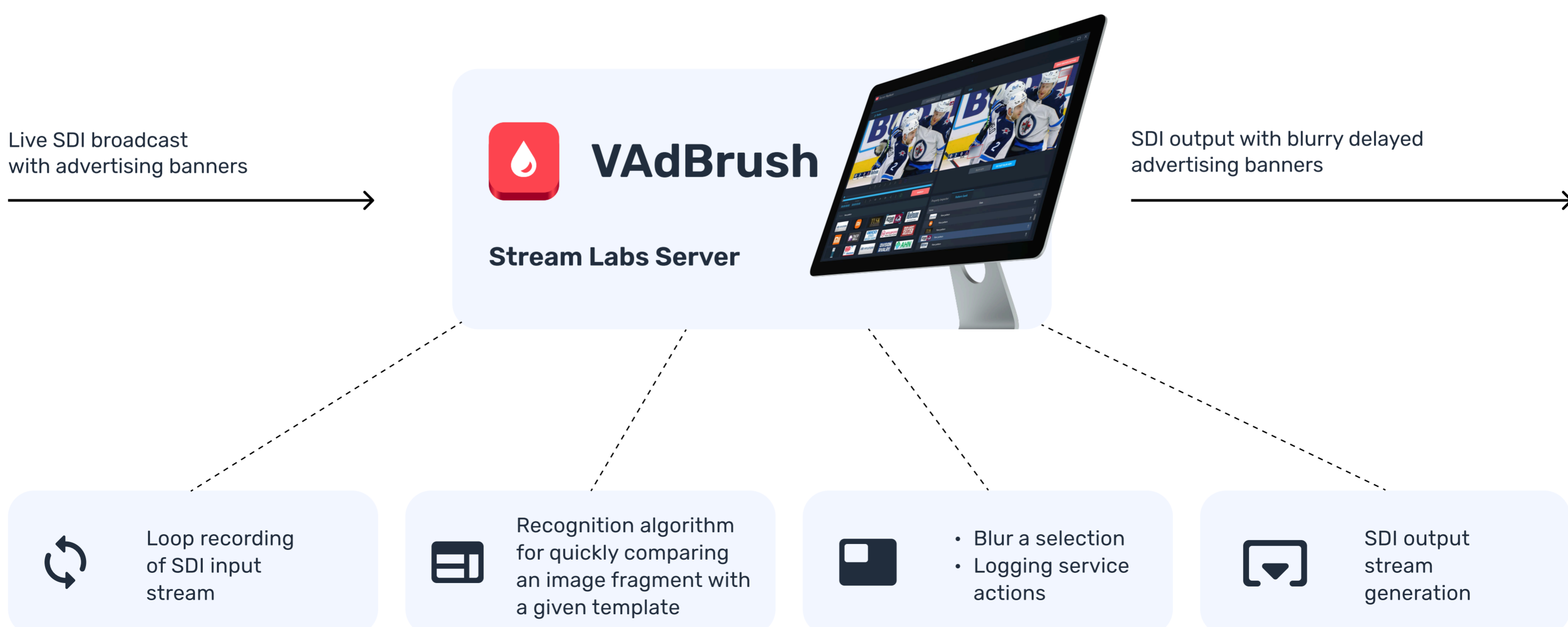
Streamline broadcast operations with VAdBrush's automated detection and removal capabilities, reducing the need for manual oversight and intervention.

Peace of Mind:

Gain confidence in your broadcast content knowing that the system is actively monitoring and eliminating unauthorized advertising in real-time, allowing you to focus on delivering high-quality programming.

Architecture

Workflow Diagram



Specifications

Input/Output

- SD/HD/3G-SDI

Support video modes

- PAL
- NTSC
- 720p25/30/50/60
- 1080i50/60
- 1080p25/30/50/60
- Support up to 16 channels embedded audio passed thru (synced)

Input to Output signal delay

- 1.5s

Architecture

- Dedicated pattern/preset DB server
- Up to 3 independent replacement channels, one channel per one server
- Up to 6 remote operators (only 3 available simultaneously)
- Up to 24 patterns per pattern layout
- Unlimited number of pattern layouts stored in DB
- Setup locking feature

Recommended PC configuration

Replacement server

- Xeon Silver Gen2/Gen3 and up
- RAM 48GB and up in 6-channel mode (latest Xeon systems should be populated respectively)
- GPU Nvidia Quadro P2000/P2200 and up
- SDI i/O board, Blackmagic Decklink Duo 2, Decklink Quad 2, Decklink
- SSD RAID1 for OS Windows 10/11 Pro, Windows Server 2016/2019/2022

DB server

- Xeon Bronze Gen2/Gen3 and up
- RAM in 4-channel mode (latest Xeon systems should be populated respectively)
- SSD RAID1 for OS Windows 10/11 Pro, Windows Server 2016/2019/2022