Switch Media Joins XOR Media and TvTak for Content Functionality

Published on Tuesday, 05 June 2012

Switch Media, multi-platform video specialists, has formed new partnerships with XOR Media and TvTak to add functionality and expand applications for the Switch Media Video Content Management System.

Switch Media has integrated the VCMS directly with the XOR Media Universal MediaLibrary storage platform. The integration is the result of a new technology partnership between the two companies that will provide Switch Media's clients with the UML to use as a content store, origin server or proxy cache server in their content distribution networks.

The Universal MediaLibrary from **XOR Media** is open, media-centric, cloud-capable enterprise storage that provides simultaneous NAS and SAN access. Fibre Channel, iSCSI, CIFS, NFS and FTP files are accessed without reconfigurations or gateways. The Universal MediaLibrary can support real-time play-to-air, high-performance production and media factory applications, giving operators the potential to improve on the return from storage investment and simplify their workflows at the same time. The Universal MediaLibrary is available in a full-scale UML T-series and entry-level E-series.

Switch Media has also partnered with TvTak, an image recognition software company. The TvTak iPhone/Android Software Development Kit allows third-party developers, advertisers and media companies to establish instant TV check-ins on their TV Companion Apps, bookmarking TV content and triggering events in synch with the TV broadcast.

When the viewer points an iPhone at the TV screen, TvTak detects the show or the commercial. TvTak SDK is a set of software libraries based on video recognition algorithms to be included in the mobile device application. TvTak first detects the surface of the television display, and then computes an identifier of the video playing on the TV with its particular graphical characteristics. The identifier computed on the smartphone is compared identifiers from databases for live TV and for pre-recorded clips.

According to TvTak, this recognisiton could be used for new types of direct engagement with viewers that promote loyalty and sharing, such as calls to action, rewards, links with Facebook or Twitter, and synchronised graphic overlays. www.switch.tv

🗩 **Add comment**