



# Press Release

July 2009

FOR IMMEDIATE RELEASE

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## Advanced Media Analysis, Detection and Monitoring Solutions for Broadcast

Northwich, Cheshire, July 2009, Kane Computing Ltd (KCL), today reached agreement with Actus Digital to promote and sell their Media Content and Workflow Analysis Software in the UK and Ireland.

Actus' mission is to add intelligence to the media assets. Their new generation products, LogIt, Insight, TagIt, AdWatch and TVWebber were designed specifically to answer the special requirements of media related companies. Actus' solutions and technologies integrate videos and TV broadcasts seamlessly into the organizations' workflow, taking the daily operations and communication to a new level of detail and accuracy.

If you want to record every frame of every channel, all day, everyday **LogIt** is a network video/audio recorder that can do just that. LogIt is the ideal tool for applications that require multiple channels recording in the corporate, educational, government and TV/Radio broadcast markets.

**TagIt** adds data to media including broadcast TV/Radio, CCTV, etc and is the ideal tool for media agencies that require heavy data tagging and multi-channel recording for corporate, educational, government and TV broadcast markets.

For programme planning, trend identification and advertisement positioning and scheduling **Insight** provides a clear graphical view of all rating information together with the actual broadcast media including playback of multiple channels side by side with ratings.

To automatically monitor broadcast advertisements or detect recurring media items **AdWatch** provides the solution. This flexible platform enables advertisers, agencies, content producers, distributors and regulators to verify that their content was aired according to plan, either on local channels or by affiliates at remote locations.

**TVWebber** provides easy creation of Video on Demand (VoD) clip for Web, WebTV and 3G Mobiles automatically, with remove and/or replacement of all unnecessary information, i.e. advertisements.

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### **About Kane Computing**

KCL ([www.kanecomputing.co.uk](http://www.kanecomputing.co.uk)) has been providing the broadcast industry with video encoding technology, particularly for Video On Demand (VOD) applications for many years. New intelligent transcoders with built-in video enhancement complete the line-up of software products. Real-time hardware encoders supporting SD/HD and MPEG2/H.264 compliant extend the portfolio further. This core expertise is complimented by broadcast management tools for automated production and complete network management plus media analysis, detection and monitoring solutions.

### **About Actus Digital**

Actus' ([www.actusdigital.com](http://www.actusdigital.com)) mission is to add Intelligence to the media assets. Our new generation products, LogIt, Insight, TagIt, AdWatch and TVWebber were designed specifically to answer the special requirements of media related companies, such as TV and IPTV broadcasters, advertisements, research media departments, content creative, web content providers, government agencies and more. Actus' solutions and technologies integrate videos and TV broadcasts seamlessly into the organization's workflow, taking the daily operations and communication to a new level of detail and accuracy. They are the most robust, versatile and intuitive multiple-screens viewers/recorders available, as well as sophisticated analysis, communication, content review and web publishing tools.

For more information please contact: Miss Pauline Lightburn on Tel; 01606 351006  
Fax: 01606 351007, E-Mail: [pauline@kanecomputing.com](mailto:pauline@kanecomputing.com), or visit our website at [www.kanecomputing.co.uk](http://www.kanecomputing.co.uk)

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