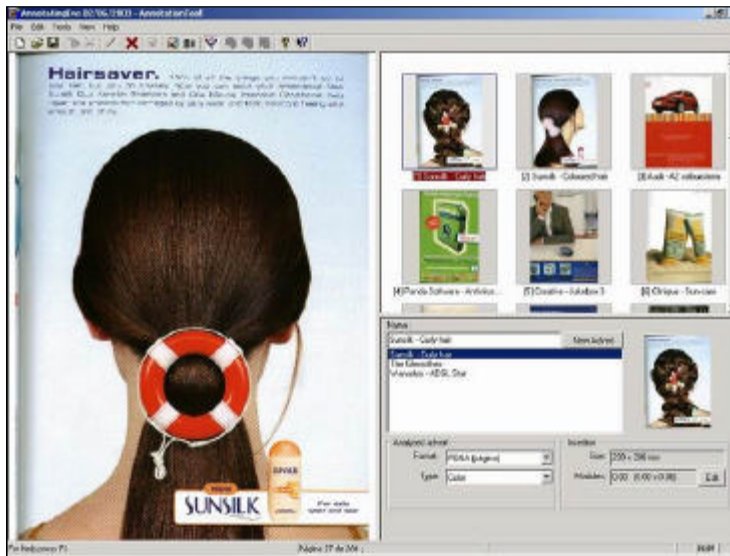


## Collection and Validation of ADEX Data

ADingest is a complete solution that uses sophisticated image processing techniques to acquire, annotate, con-

trol and validate press adverts for ADEX purposes. ADingest acquires images from the pages in newspa-

pers or magazines containing adverts and automatically extracts quantitative and qualitative ADEX data from them.



With ADingest, the advert images are matched against an advert image database. Adverts that have already appeared are registered as advert inserts as appropriate, and new adverts are validated, categorized and stored in an advert image database. ADingest is an invaluable tool when dealing with advert version control, and when the exact measurement of advert inserts are required.

## Benefits

- Collection of quantitative and qualitative data at the same time.
- Automatic gathering of additional advert data (area, position and format).
- Flexible and adaptable to peaks due to seasonal advertising.
- Highly reliable version recognition and control.
- Possible to view advert context (retrievable page images).
- User-friendly; shortens training times.
- Manipulation of physical issues is kept to a minimum.
- Highly customizable and more flexible than conventional processing.
- Enhances data quality and system efficiency.
- Modular architecture, expandable and adaptable.

# The ADingest Process

ADingest works over any ODBC database and consists of three processes:

## 1.Acquisition

The relevant pages of the publication are digitized using scanners or a specially designed acquisition table. The acquired images are inserted in an image repository. The system automatically assesses page size and

enables the annotation of additional information, such as support, issue, section, or page number.

## 2.Annotation

The system automatically assesses the page layout, detects the adverts on it and

extracts their size and format. It automatically matches advert images against the existing advert image database, identifies advert versions and registers new adverts. The user is given visual assistance to correctly insert new advert details, such as name, type or services.

## 3.Validation and categorization

New adverts detected during the annotation process are validated against the advert information images in the image database. An easy-to-use, highly visual and intuitive matching system assists the user in validating entries with maximum accuracy. New advertisements are catalogued by sector, category and product.



## Features Include:

- Automatic matching of advert images with the images in the database.
- Assisted categorization of adverts by sector, category and product.
- Easy-to-use system set-up and field customization.
- User-friendly, intuitive interface with visual assistance to the user.
- Control of all formats regardless of support measures.
- Control of advertising areas and unconventional advertising.
- Compatible with TWAIN, can work with scanners or digitization table.
- Open architecture, compatible through ODBC (Oracle, Informix, SQL Server...).

A product of



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