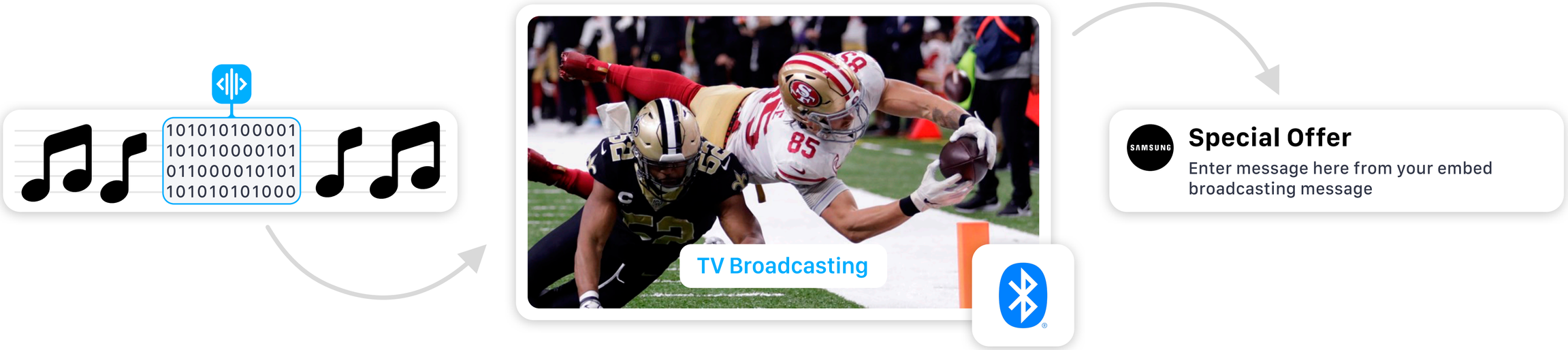
CUE audio

CUEcast

Next-Generation ACR

Embed Bluetooth advertisements into any video

Process



Embed

1) Encode a payload of additional content into your video using steganography or an Automatic Content Recognition (ACR) system.

Convert

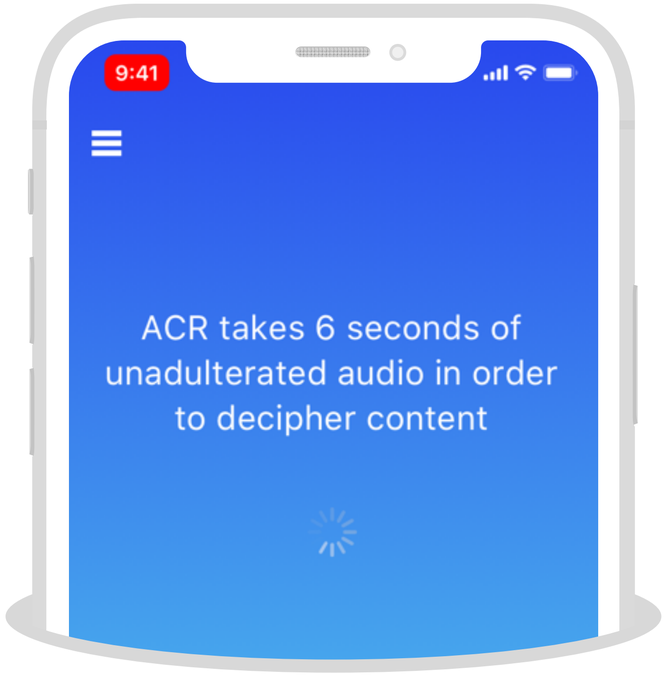
2) Recover the payload during playback and broadcast it over BLE. No prior pairing between devices is necessary.

Broadcast

3) Nearby devices are informed of the content currently on-screen along with any associated payloads, instructions, or CTAs.

Key Differentiator

CUEcast is a system that provides persistent, background automatic content recognition on mobile over BLE.



VS

Foreground

Device must be unlocked with the application open, receiving microphone input

Background

Device receives content data even when locked.

ACR vs CUEcast

	ACR	CUEcast
Noise	Environmental noise causes frequent misdetections and failed recognitions	Can operate in a more inclusive set of environments with zero failed recognitions Zero failed recognitions
Privacy	Widespread privacy concerns regarding audio and video monitoring	Fewer privacy concerns without audio and video monitoring
User Permissions	Requires microphone or camera access	Bluetooth permissions (iOS). No permissions required on Android
Application state	In mobile app, requires a foreground state to function	Runs in the background - Mobile applications do not need to occupy the foreground state.

Use Cases

- Collect viewership analytics from mobile phones persistently in the background.
- Seamless second screen experience, no opt-in required.
- Timely notifications to view related or behind the scenes content or call to action.
- Prompts to relevant or trending social posts related to what is currently on-screen
- Media synchronization between television and mobile devices offers new opportunities for engagement, e.g. immersive interactive gameshows.
- Moreover, without the need to access audio, video, or operate solely in the foreground, consumers do not need to actively seek these ACR benefits out; they can passively receive them.

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