



The growing trend of Interactive TV requires solutions to help stimulate and enhance the audience experience. mSync® enables audience interaction with movies or TV programs using 2nd screen technology on mobile devices.



With multi-screen interactivity rapidly increasing, advertisers and programming executives have an opportunity to provide relevant and value-adding content to enhance the viewing experience.

mSync® provides the ability to create interactive movies or TV programs using mobile devices, helping content producers to not only increase viewership, but also gain valuable metrics to create new forms of dynamic entertainment.

Product Advantages



Capture a wider audience

Increases viewership and develops growth in a wider demographic through multi-screen, interactive programming.



Engage with your audience

Provides viewers instant access to exclusive information, keeping them engaged and locked into the program.



Maximize opportunity

Provides new revenue streams for 2nd screen advertising options.



Real-time data analytics

Gains insights on consumer viewing behaviors to help administer strategic business decisions.

Key Features

- Automatic Content Recognition detects audio, video and images on smartphones, tablets, PCs and Smart TVs.
- An easy to use SDK/API ensures smooth integration into any enterprise IT environment or cloud service.
- Vobile's versatile VDNA content recognition technology identifies live and pre-recorded media.
- Complete end-to-end white label solution to helps create native and/or web applications.



Visit www.vobileinc.com or contact us at info@vobileinc.com for more information.

Vobile is the worldwide leader in video and audio content protection, measurement and monetization services. Its patented core VDNA technologies enable fully automated identification, tracking and management of any video and audio content with high accuracy and scalability. Vobile operates the VDNA Database (VDDB), which is the most comprehensive database of authorized video fingerprints, metadata and business rules from major movie studios, television networks and record labels. Founded in 2005, the company is headquartered in Santa Clara, Ca., with additional offices in the United States, Japan and Hong Kong.

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