



METADATA CONSTRUCTION ENGINE

A TVCloud product

Machines are taking over

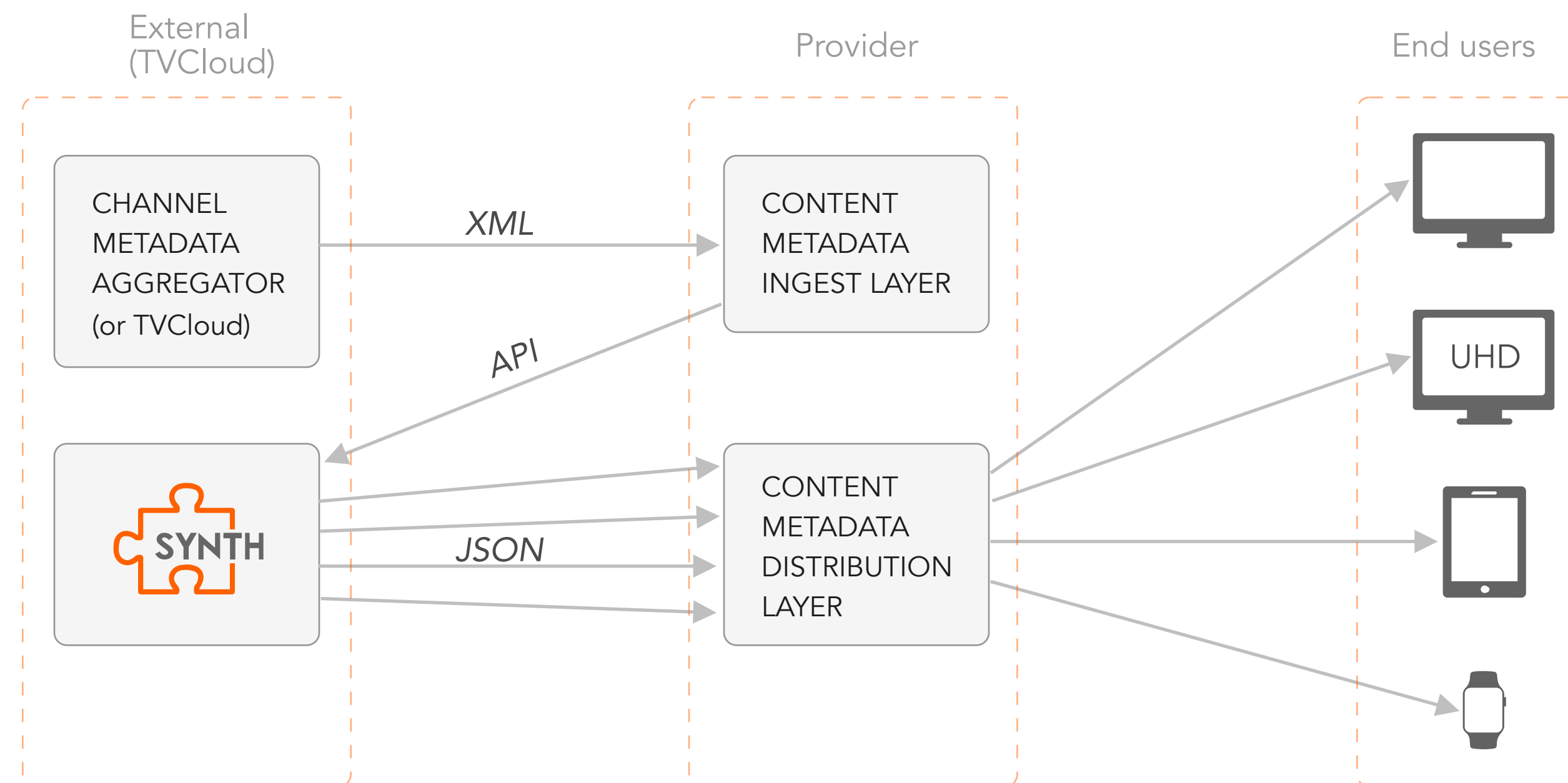
Synth is an intelligent metadata construction engine, with the ability to dynamically create program titles and descriptions via an API request.

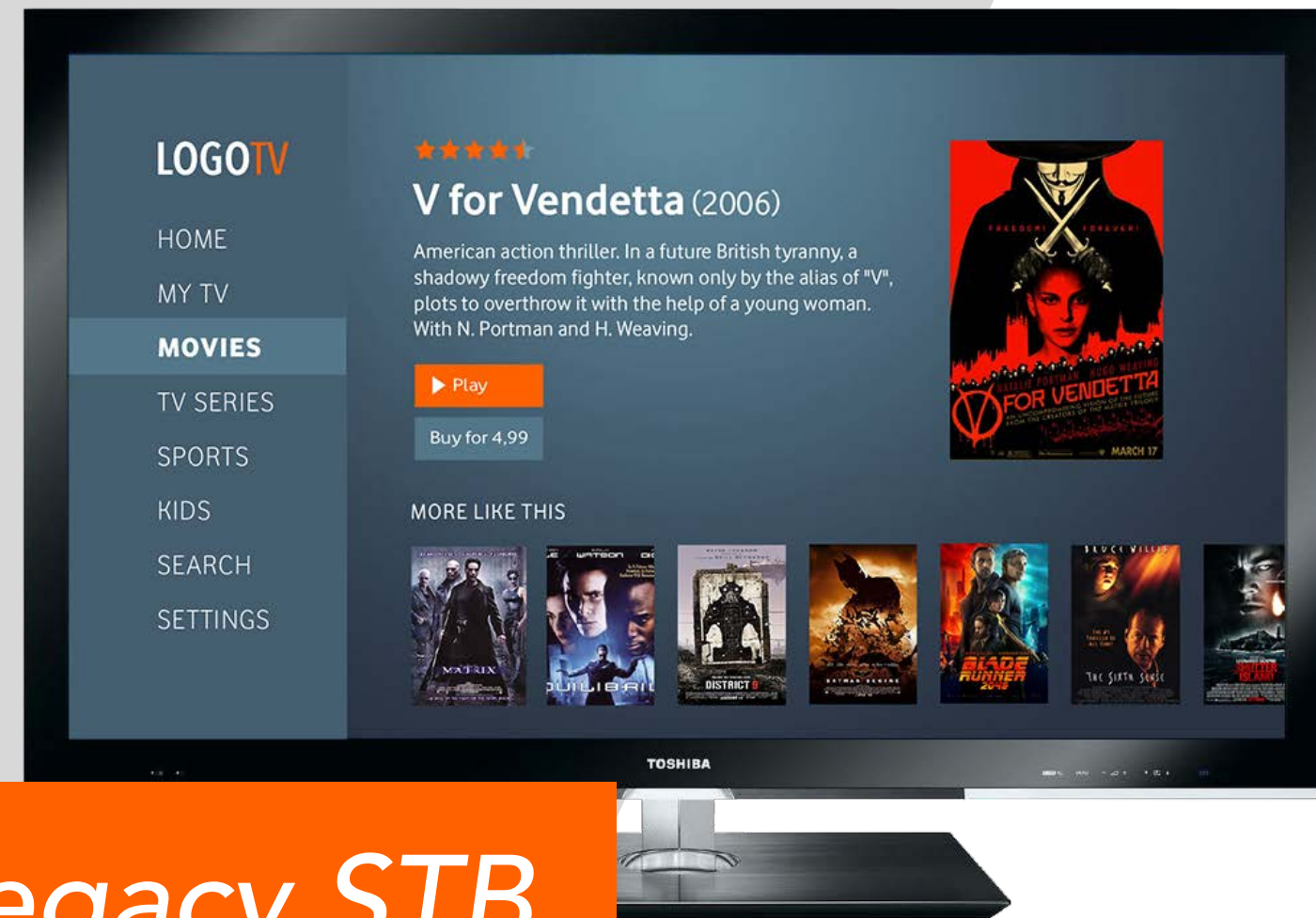
Editors are no longer required to constantly curate metadata for the use in different devices and evolving user interfaces.

editors are no longer required

Transformation process

Synth construction engine is fed with the providers' ingested metadata fields (or with enhanced metadata from TVCloud), and multiple metadata titles and descriptions are produced on the fly for the provider to seamlessly decorate different device presentation layers with unique metadata requirements.





Legacy STB

Character limitation:
200 characters

Order of fields to construct:
Origin, Subgenre, Plot, Cast

Synth description:
199 characters

American action thriller. In a future British tyranny, a shadowy freedom fighter, known only by the alias of "V", plots to overthrow it with the help of a young woman. With N. Portman and H. Weaving.



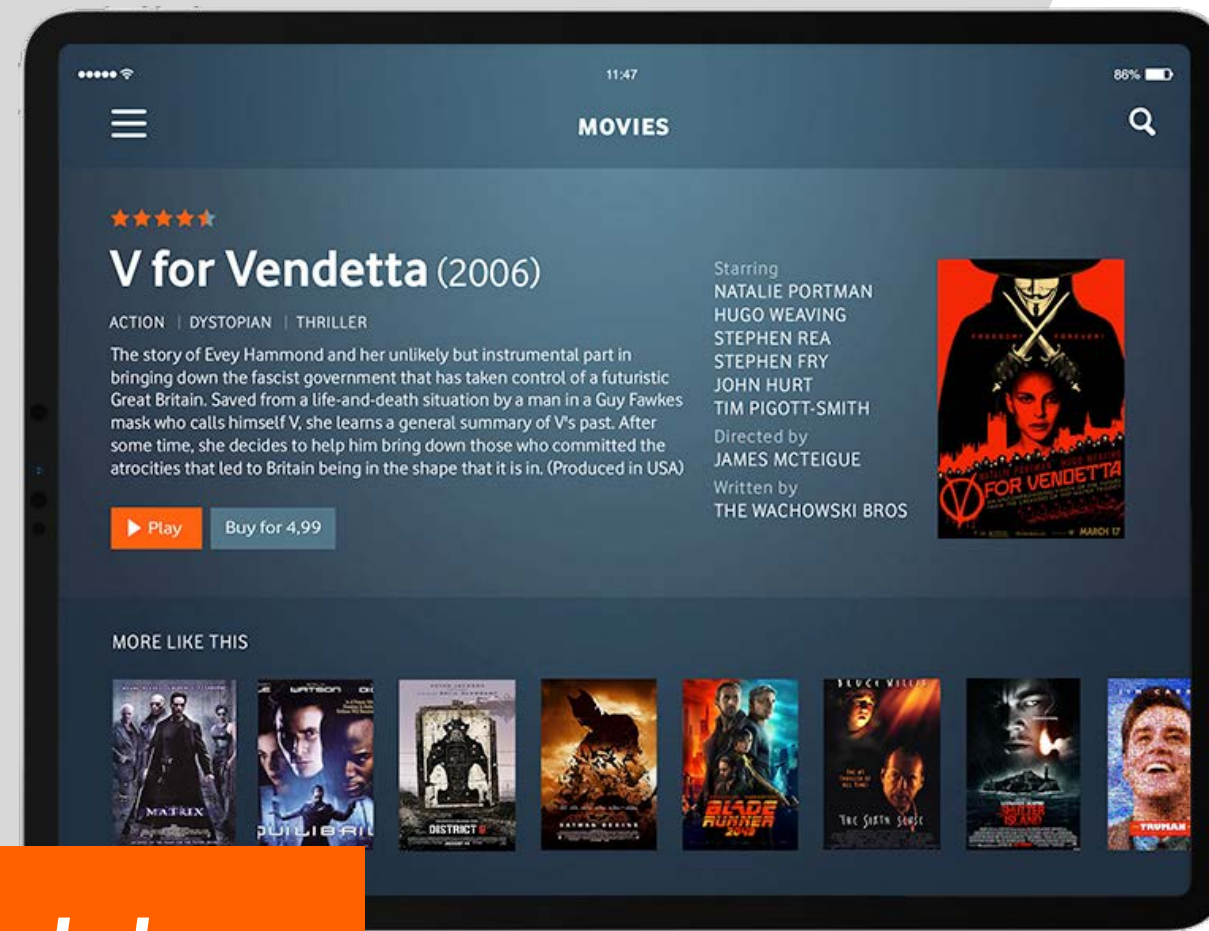
New UHD STB

Character limitation:
600 characters

Order of fields to construct:
Plot, Origin

Synth description
597 characters

In a futuristic totalitarian Britain, V for Vendetta tells the story of a mild-mannered young woman named Evey who is rescued from a life situation by a masked guy known only as "V." Incomparably charismatic skilled in the art of combat. V detonates two London landmarks and takes over the government, urging his fellow citizens to rise up. As Evey uncovers the truth about V's mysterious background, she also discovers the truth about herself and emerges as his unlikely ally in the culmination of his plot to bring freedom and justice back to a society fraught with cruelty and corruption (USA).



Tablet



Smartwatch

Character limitation:
450 characters

Order of fields to construct:
Plot, Origin

Synth description:
448 characters

The story of Evey Hammond and her unlikely but instrumental part in bringing down the fascist government that has taken control of a futuristic Great Britain. Saved from a life-and-death situation by a man in a Guy Fawkes mask who calls himself V, she learns a general summary of V's past. After some time, she decides to help him bring down those who committed the atrocities that led to Britain being in the shape that it is in. (Produced in USA)

Character limitation:
60 characters

Order of fields to construct:
Subgenre, Cast

Synth description
54 characters

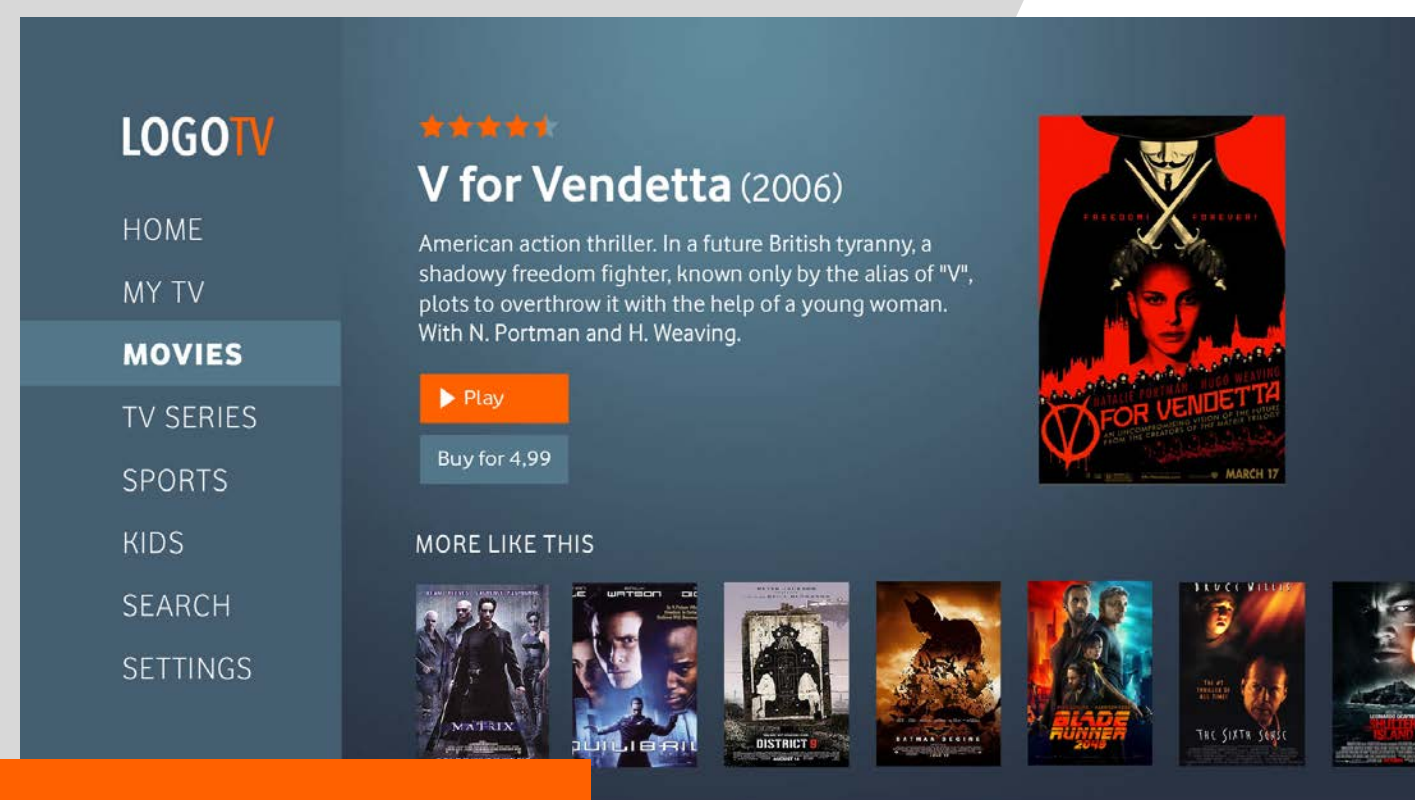
Dystopian thriller starring N. Portman and H. Weaving.

Enable future UI development

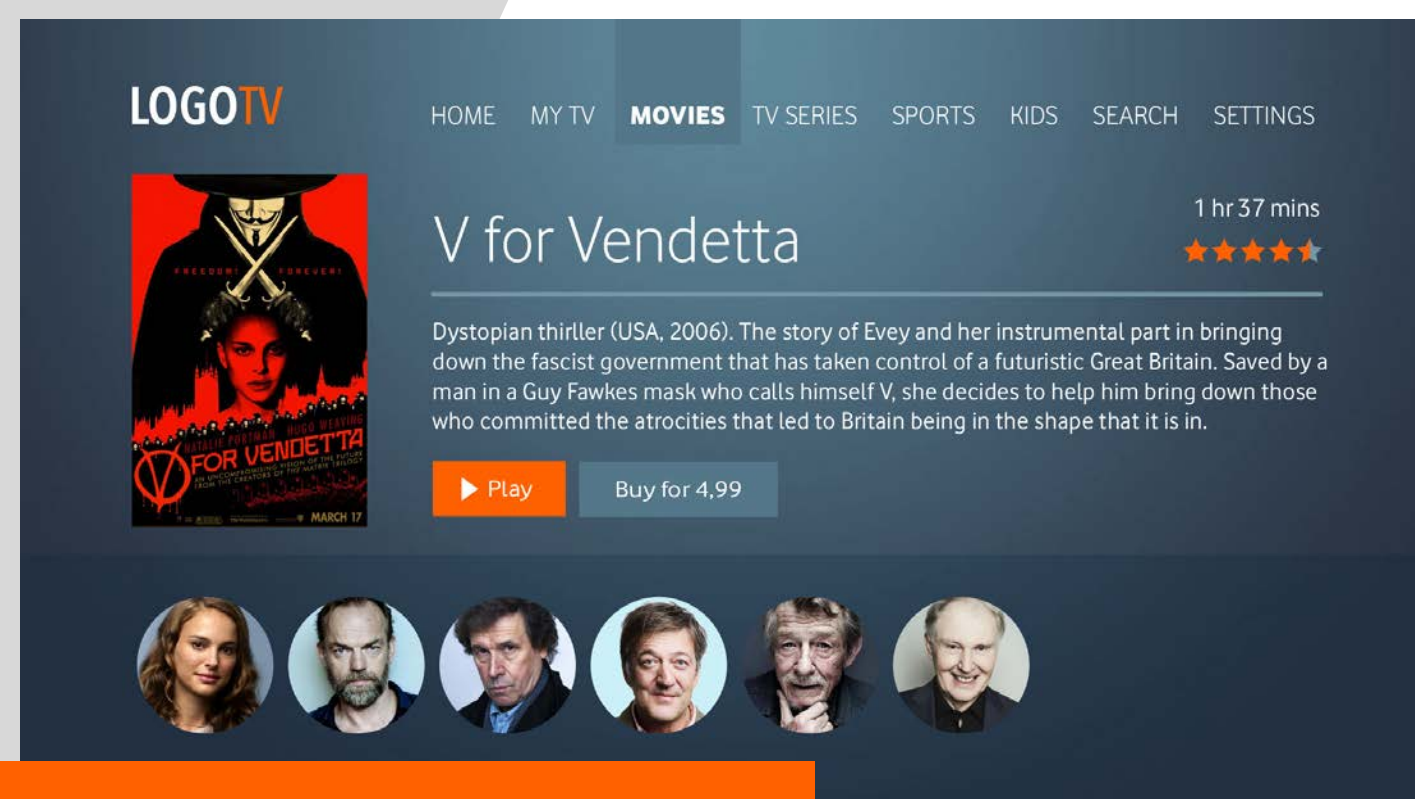
User interfaces evolve through time to become more intuitive, more practical and user friendly. Without any extra editorial effort, Synth will produce additional new metadata information to compliment any new UI design and at the same time maintain legacy support.

Multiple versions of the same program information can be produced instantly enabling UI designers to promote and deploy their ideas.

unleash UI development



Legacy UI



Visual Cast UI

Character limitation:

200 characters

Order of fields to construct:

Origin, Subgenre, Plot, Cast

Synth description:

199 characters

American action thriller. In a future British tyranny, a shadowy freedom fighter, known only by the alias of "V", plots to overthrow it with the help of a young woman. With N. Portman and H. Weaving.

Character limitation:

350 characters

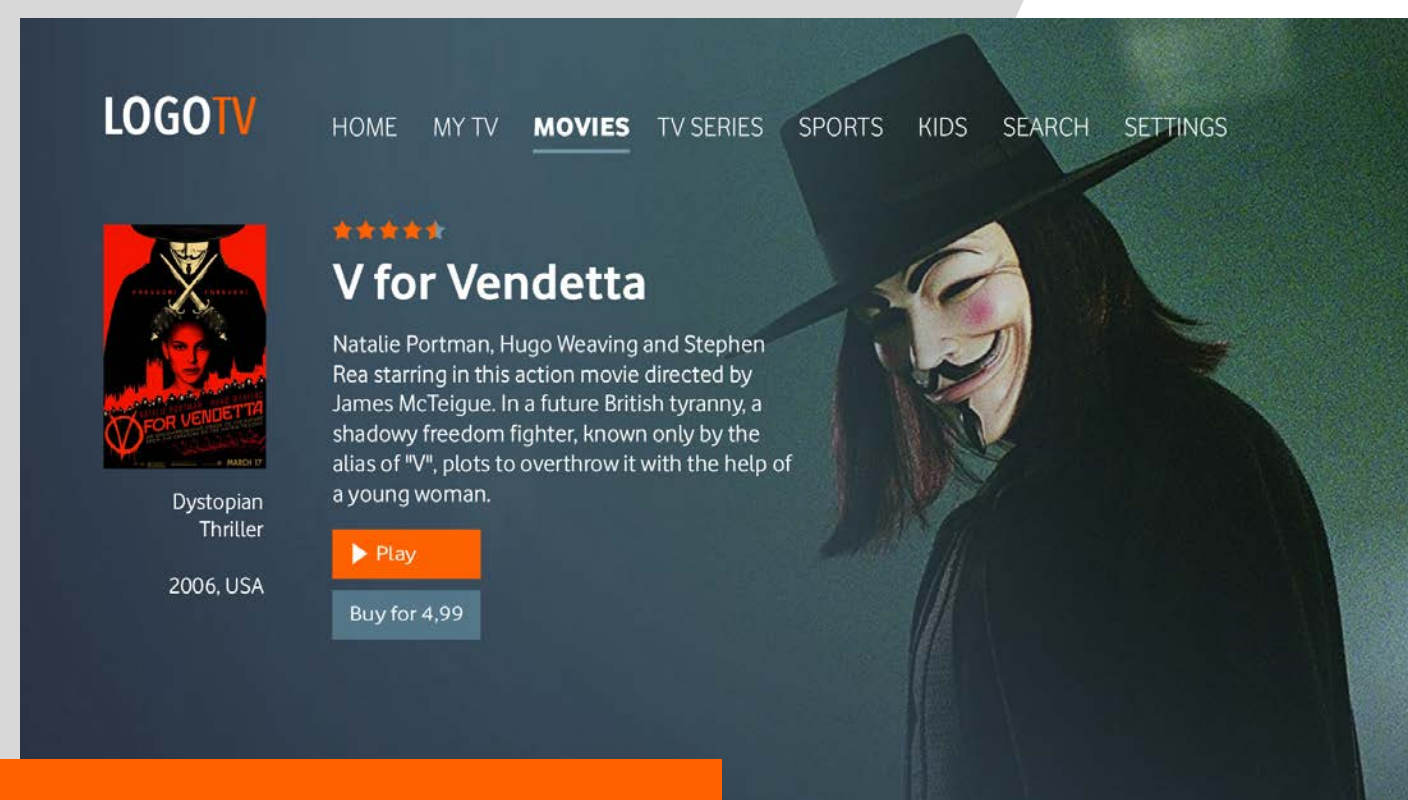
Order of fields to construct:

Subgenre, Origin, Year, Plot

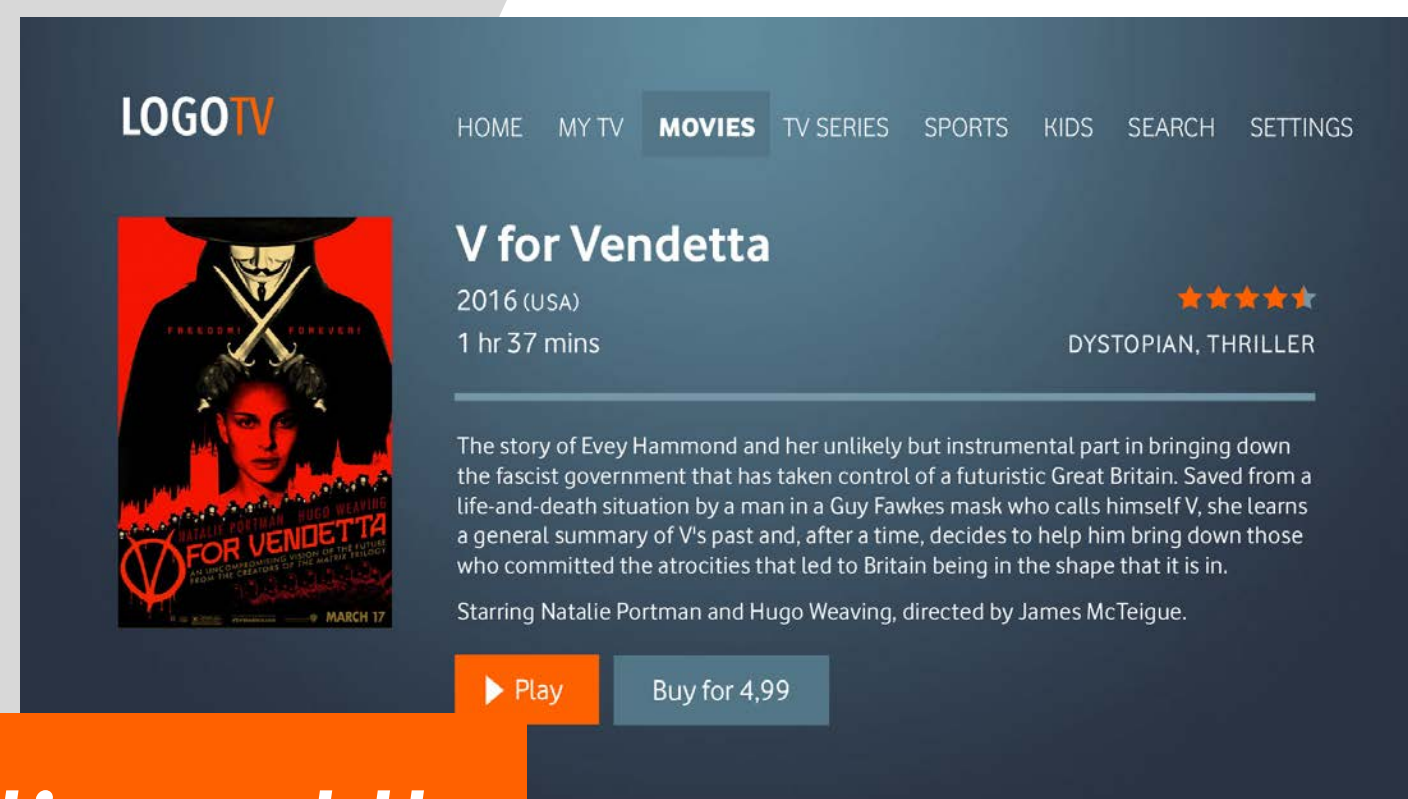
Synth description

350 characters

Dystopian thriller (USA, 2006). The story of Evey and her instrumental part in bringing down the fascist government that has taken control of a futuristic Great Britain. Saved by a man in a Guy Fawkes mask who calls himself V, she decides to help him bring down those who committed the atrocities that led to Britain being in the shape that it is in.



Backdrop UI



Hi-res UI

Character limitation:
250 characters

Order of fields to construct:
Cast, Subgenre, Plot

Synth description:
245 characters

Natalie Portman, Hugo Weaving and Stephen Rea starring in this action movie directed by James McTeigue. In a future British tyranny, a shadowy freedom fighter, known only by the alias of "V", plots to overthrow it with the help of a young woman.

Character limitation:
500 characters

Order of fields to construct:
Plot, Cast

Synth description
498 characters

The story of Evey Hammond and her unlikely but instrumental part in bringing down the fascist government that has taken control of a futuristic Great Britain. Saved from a life-and-death situation by a man in a Guy Fawkes mask who calls himself V, she learns a general summary of V's past and, after a time, decides to help him bring down those who committed the atrocities that led to Britain being in the shape that it is in. Starring Natalie Portman and Hugo Weaving, directed by James McTeigue.

Synth is not a program metadata library nor a content discovery service. It is an intelligent construction engine that use existing core metadata to deliver the best version of the program information that perfectly decorates any device and any user interface.

Synth replaces the army of editors that typical Content Management Systems require where metadata are constantly re-authored so they can be displayed in new devices and presentation layers frequently introduced to the ecosystem.

disrupting metadata management

Content metadata personalisation 2.0

Pushing the dynamic metadata creation to a new level, Synth can automatically create personalised program metadata. In an attempt to elevate different elements of any particular content that can catch the attention of multiple users, Synth will generate custom descriptions using data from the user profiles.

As a result, the same movie can have different descriptions for different users, ensuring that it can get the maximum conversions.

personalise program descriptions

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V for Vendetta (2006)

American action thriller. In a future British tyranny, a shadowy freedom fighter, known only by the alias of "V", plots to overthrow it with the help of a young woman. With N. Portman and H. Weaving.

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V for Vendetta (2006)

Action movie written by the Wachowski bros. In a future British tyranny, a shadowy freedom fighter, known only by the alias of "V", plots to overthrow it with the help of a young woman. (N. Portman)

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Mary's profile

- 1.Action
- 2.Keanu Reeves
- 3.Wachowski bros
- 4.Sci-fi
- 5.Daisy Ridley
- 6.Romance

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V for Vendetta (2006)

Dystopian action thriller (USA). In a future British tyranny, a shadowy freedom fighter, known only by the alias of "V", plots to overthrow it with the help of a young woman. Starring N. Portman.

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Roy's profile

1. Football
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3. Dystopian
4. Action thriller
5. Ice skating
6. Rugby

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V for Vendetta (2006)

Natalie Portman starring in this action thriller (USA). In a future British tyranny, a shadowy freedom fighter, known only by the alias of "V", plots to overthrow it with the help of a young woman.

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Kevin's profile

1. Natalie Portman
2. Football
3. Automotive
4. Basketball
5. Thriller
6. Tom Cruise

Synth can deliver personalised program information based on user profiles, ensuring that even a glimpse of the description will elevate those program aspects that are most relevant to the user, increasing the probability to consume.

Synth can help providers to monetise the real estate of each UI, where programs get the opportunity to capture more audience using well proven targeted marketing techniques.

maximise content conversion

Effortless creation of metadata construction rules

Synth comes with an intuitive user interface that empowers providers to quickly specify the syntax rules for each device and synthesize the best program title (and optional subtitle) according to their product specifications.

An intelligent engine using machine learning to decide the right grammar and syntax rules that satisfy the provider requirements and produce the best program description, taking into account character limitations, metadata fields availability and order preference.

out of the box AI

With Synth, providers can validate how program metadata contribute in the content consumption conversion rates. Also, with A/B testing they can optimise the presentation layer using the best-selling points of each program.

Synth, in combination with TVCloud, can dramatically reduce the cost of metadata management and delivery services enabling providers to continue innovate with new devices and new user interfaces with no additional cost in metadata manipulation.

end-2-end management

For the first time content metadata creation has the flexibility, control and personalisation you needed to push metadata to the next curve.

Join us to disrupt the market together.

