

## Who we are

DataScouting is a software research and development company specialized in creating traditional and online media intelligence and analysis platforms, as well as providing digital convergence services and software solutions for cultural heritage organizations such as libraries, archives and museums. Using Machine Learning technologies such as Optical Character Recognition, Text and Video Analytics, Information Classification and Speech Recognition, DataScouting's platforms automatically augment textual and audiovisual streams, helping you to manage and easily identify content of interest.

## Trust building

With proven expertise, highly qualified personnel and an active R&D department, DataScouting can help you accelerate business growth and address business and technology challenges by designing and building high quality, reliable and secure applications tailored to meet your requirements.

Our solutions are being used by:

- Media monitors, media agencies, broadcasters
- Government organizations
- PR agencies, advertising agencies, brand owners
- Publishers, libraries, archives, museums, NGOs
- Market analysis specialists, service providers

**DATASCOUTING**

[www.datascouting.com](http://www.datascouting.com)

Member of:

FIBEP (*World Media Intelligence Association*)

AMEC (*International Association for the  
Measurement and Evaluation of Communication*)

**amec**



**DATASCOUTING**

Actionable Information

[www.datascouting.com](http://www.datascouting.com)

## Media Monitoring Software

Media Monitoring made easy

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MediaScouting platforms minimize time and effort needed to search and find actionable information in print, broadcast and online media. Using text analytics and automatic classification, speech and optical character recognition, advertisement, logo and face identification, we help you streamline your team's workflow, create a database of media intelligence information and provide you with a white labelled dashboard for your users.

- News Insight - Identify relevant news quickly and with minimum effort
- Ad monitoring - Track and annotate new advertisements
- Data augmentation - Logo and face recognition, machine translation
- Dashboard - Multi-platform content delivery
- Services - Clipping content and category tagging



## Libraries - Archives - Museums

Efficient library tools

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Experienced in digital content and with a focus on best practices we help libraries, archives and museums offer their users a new approach to information discovery. Following the very latest technologies and implementing innovative solutions, DataScouting provides Libraries and Information Centers, Archives and Museums with tools to empower both staff and users.

- Integrated Library Systems - Flexible & intuitive for all users
- Institutional Repository - Full access to all types of digital content
- Collection Management Systems - Archives management & Digital
- Meta-search engines - Respond to search queries in milliseconds time

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Koha - DSpace - Eprints - AtoM - OMEKA - VuFind

## Digital Convergence Services

Shaping digital future

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With state-of-the-art equipment and software, talented people and technical expertise, we can handle any project regardless its size, budget or complexity. The digital age is changing business as we know it. We do digital differently to help you meet your goals and grow your business.

- Digitization services - The next generation of archiving
- Documentation/Metadata - Get value from metadata
- Consulting & Digital Convergence Software/Hardware - Fitting your needs
- Clipping software - Web-based smart clipping

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Image & video processing - OCR/ASR - Data & text mining - Clipping software

## Research & Development

Working on the future today

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DataScouting has an active R&D department focusing on managing, processing and augmenting textual and audiovisual streams in order to transform them to Actionable Information. We focus on the following topics:

- Multilingual text analytics - Classification, entity extraction & machine translation
- Automatic Speech Recognition - Transform speech to text almost in real time
- Machine Vision - Logo, trademark and face recognition
- Audio processing - Ad and speaker identification
- Machine Learning consulting - Custom software development

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