

For Immediate Release

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**Audible Magic's TV Content Recognition Services Now
Integrated into Sling Media's SlingPlayer for iPad**

***SlingPlayer for iPad version 3.2 provides users with enhanced information
displays by recognizing the show being watched***

Los Gatos, California, February 18, 2014—Audible Magic, the leader in automated content recognition (ACR) solutions, revealed that Sling Media is a licensee of Audible Magic's ACR technology, which has been integrated into the Slingbox 500. Additionally, Sling Media is subscribing to Audible Magic's TV show recognition database to provide enhanced experiences for Slingbox 500 customers.

The Slingbox 500 delivers live, recorded and on-demand video of all of your favorite TV shows, sporting events, recorded programming and premium content to your mobile device of choice in up to Full HD 1080p resolution, with no additional subscription fees required. With the release of SlingPlayer 3.2 for iPad, Slingbox 500 customers watching content remotely can now also pull up information about the shows they are watching.

Previous generations of Slingbox required customers to select a show from the program guide to access information about the TV content relayed from a user's homes to SlingPlayer apps. Now, using Audible Magic technology and services, the Slingbox 500 identifies the TV program currently playing and provides information to the remote player about that show. The content identification works whether the show is sourced from live TV or from a delayed playback device like a digital video recorder (DVR).

“Sling Media's adoption of our content-recognition technology and identification database services is another example of how ACR technologies are rapidly expanding and being deployed throughout the media ecosystem,” said Curt Dowdy, Audible Magic's vice-president of marketing. “We're making smart devices and apps even smarter. A set-top box that otherwise would have limited access to broadcast metadata can now reassemble that program information and provide useful benefits to the end user.”

“SlingPlayer for iPad is creating a new media-rich experience around TV with the ability to pull more information about what viewers are watching. Automated content recognition plays a key role in making this experience possible for our users,” said Mark Maisenbacher, Sling Media's product manager for SlingPlayer Mobile for iPad.

Complementing the ACR technology embedded in the Slingbox 500, Audible Magic hosts a TV recognition database that contains records used to identify any show playing on US national TV networks. Audible Magic ACR technology running in the Slingbox 500 calls upon the database to identify the show, enabling program information to be accessed and then relayed to the SlingPlayer for iPad app.

About Audible Magic [Audible Magic](#) provides technologies that make media devices, apps and networks content aware. The company is the trusted leader in digital fingerprinting techniques that recognize audio and video content in all forms across radio and television broadcasts, Internet streams, cable and satellite transmissions, stored digital files, and on consumer devices such as smart TVs, set-top boxes, smart phones, tablets, and other appliances. Since its founding in 1999, the company has been awarded more than 25 patents in the U.S. and in Europe. Currently Audible Magic works with more than 200 customers and partners in technology, entertainment and media, including CBS, CBC, Dailymotion, Discovery, Disney, Ensequence, EMI, Facebook, Fox, Intel, Metacafe, NBCUniversal, Sony, Soundcloud, Univision, Universal Music, Verizon, Viacom, Vimeo and Warner Music.

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