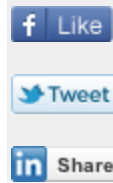


VMS Deploys State-of-the-Art Media Intelligence Solution - Across All Media - Including Data Mining, Sentiment Analysis and Conceptual Search Capabilities



NEW YORK, April 29 /PRNewswire/ -- VMS, the worldwide leader in integrated media intelligence solutions, today announced the latest module of its next generation InSight platform – the market-leading, web-based media monitoring and management solution.

This launch will change forever how VMS clients look at their news coverage. This latest release of InSight will let them quickly and easily manage, analyze, and understand data from all media types -- in near real time -- offering them unique perspectives and insights into their media coverage.

VMS has partnered with Autonomy (LSE: AU. or AU.L), one of the world's most successful software companies and the leader of a new movement called Meaning Based Computing, to deliver Insight. Autonomy's unique technology can automatically identify meaningful concepts in all forms of data. This allows marketers to make sense of the oceans of new data generated about their company and their competition every day on traditional media as well as blogs, social media, and video.

"By combining VMS's deep expertise in brand and reputation analysis with Autonomy's meaning-based technology, we can deliver insights in real-time from all forms of media content," said Nicole Eagan, Chief Marketing Officer at Autonomy. "Businesses can gain a greater understanding of sentiment about their organization and their competitors -- as it plays out across everything from radio to TV to social media -- so marketers can act on the information in time to make a difference for their business."

We've integrated Autonomy's technology into our InSight platform, giving businesses actionable insight into all the content VMS delivers across all media types -- including television, radio, web print, social media and web video," noted Peter Wengryn, CEO of VMS.

"We are taking the analysis of media coverage to the next level," noted Wengryn. "We're deploying state-of-the-art content visualization tools -- including idea clouds, cluster charts, and heat maps -- that will help PR professionals mine vast amounts of content quickly and easily. And we're introducing an exciting new capability that will help ensure today's PR practitioner can identify emerging trends before they become tomorrow's news -- *conceptual search*."

"Essentially, our strength is to help clients discover what they don't know," continued Wengryn. "By help them to anticipate news or understanding emerging trends before they're front page headlines, our clients will have a greater opportunity to either capitalize on the upturn or protect their brands and minimize economic damage."

Using conceptual search, users can easily uncover consumer sentiment, highlight emerging trends, monitor its impact on marketing, and quickly focus on key issues they might not have been aware of otherwise. This will help provide them with a better understanding about the discussion across the media about or related to their product, service, company or competitor.

"Imagine if fast food restaurants had had a tool like this when oversize portions were in the limelight," observed Wengryn. "The buzz was building about trans fat in foods and the link to obesity in children. When the news started to focus on the unhealthy meals at fast food restaurants, it was already too late."

"If these companies had been able to identify -- using conceptual search -- how the negative coverage in the traditional and social media was beginning to grow, they could have introduced healthy menus sooner, avoiding all the negative publicity."

In addition to conceptual search, the key visualization tools included in this release of InSight are:

- **Idea Cloud:** The "Idea Cloud" analyzes media coverage to reveal key topics and related items, from a potentially unlimited number of articles or clips, and displays them in a "cloud" of words or phrases. Users can easily see and better understand the key concepts that span thousands of articles or clips, without having to review each one, dramatically increasing productivity.
- **Cluster Chart:** A cluster is a group of documents that are similar based on the "concepts" contained in each document. Clustering allows user to automatically identify important themes or information groupings from large sets of data. Users can quickly identify the topics that are the most popular, and adjust their PR tactics accordingly.
- **Heat Map:** The "Heat Map" presents the combination of the amount of the coverage and the sentiment or "tone" of that coverage. This will help users visualize the relationships between all their coverage and its tone, so they can identify hot spots and react more quickly.
- **Spectrograph:** This is a virtual timeline that will let users see how coverage of a story changes, and how concepts develop they can adjust their media plans in real time.

"At VMS, we are committed to building the most comprehensive media intelligence solutions for our clients, leveraging the best software technology available, all delivered at an affordable price," concluded Wengryn. "This next generation of our market-tested InSight platform will be the benchmark that all other solutions in our market will be compared against."

"With this announcement, simple *"monitoring solutions"* will no longer suffice. Only VMS is delivering the answers to tomorrow's media intelligence challenges – today," concluded Wengryn.

VMS will be announcing additional new modules and enhancements of InSight, and will continue to expand their content offerings, throughout 2010.

About VMS

VMS is the world leader for integrated media intelligence solutions that bring together news and advertising monitoring across all media -- internet, social media, blogs, broadcast, radio, print, and outdoor. VMS recently launched the first-ever integrated platform, Vantage, which enables communicators to see the affects of PR on advertising, and vice versa, for their organizations and competitors, complete with correlations to business outcomes. VMS provides public relations firms, advertising agencies and marketers worldwide with the most comprehensive, cutting-edge editorial and ad retrieval, management and analysis solutions, including a broad spectrum of industry-leading advertising and public relations measurement and tracking tools. VMS recently entered into a strategic partnership with world-class software provider Autonomy to take advantage of state-of-the-art meaning-based computing to enhance their search capabilities.

VMS has the most powerful web-based media tracking and management platform. Through its InSight platform, users can quickly and easily search, compile and analyze media coverage across all media as well as allow users to perform all their day-to-day PR activities. InSight provides essential measurement data including audience totals, demographics, tonality and media values.

VMS provides access to the largest continually updated advertising database in the world with over six million ads and commercials through the market leading AdSight platform. The competitive advertising intelligence VMS provides includes U.S. and international creative content as well as domestic spending and occurrence data from Nielsen for the top 100 U.S. television markets.

Please visit www.vmsinfo.com to find out more.

About Autonomy

Autonomy Corporation plc (LSE: AU. or AU.L), a global leader in infrastructure software for the enterprise, spearheads the Meaning Based Computing movement. IDC recently recognized Autonomy as having the largest market share and fastest growth in the worldwide search and discovery market. Autonomy's technology allows computers to harness the full richness of human information, forming a conceptual and contextual understanding of any piece of electronic data, including unstructured information, such as text, email, web pages, voice, or video.

Autonomy's software powers the full spectrum of mission-critical enterprise applications including pan-enterprise search, customer interaction solutions, information governance, end-to-end eDiscovery, records management, archiving, business process management, web content management, web optimization, rich media management and video and audio analysis.

Autonomy's customer base is comprised of more than 20,000 global companies, law firms and federal agencies including: AOL, BAE Systems, BBC, Bloomberg, Boeing, Citigroup, Coca Cola, Daimler AG, Deutsche Bank, DLA Piper, Ericsson, FedEx, Ford, GlaxoSmithKline, Lloyds TSB, NASA, Nestlé, the New York Stock Exchange, Reuters, Shell, Tesco, T-Mobile, the U.S. Department of Energy, the U.S. Department of Homeland Security and the U.S. Securities and Exchange Commission. More than 400 companies OEM Autonomy technology, including Symantec, Citrix, HP, Novell, Oracle, Sybase and TIBCO. The company has offices worldwide.

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