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## **ClearPlay® Launches MovieInfo Movie Content Search Service**

ClearPlay® International NV in partnership with Yoonex GmbH will launch ClearPlay MovieInfo on a Philips NetTV platform. This new service enables TV and DVD viewers to search for popular films and TV series that will suit them and their families. ClearPlay's unique service gives people more control and choice over the programs they and their families view.

The ClearPlay MovieInfo Service provides content information for films and TV series allowing people to determine if a particular show is suitable to be watched by the whole family. The levels, intensity and context of content such as violence, sex and offensive language are specified, meaning that the viewer can search through a range of titles, including new releases and the most popular films, for the shows that suit their personal tastes.

The ClearPlay MovieInfo Service is derived from the extensive Metadata that ClearPlay records when it develops software filters for movies and pre-recorded TV programs. The ClearPlay Filter Technology automates skipping and muting of scenes and words so that viewers can watch video programs without offensive content.

ClearPlay is preparing to release the ClearPlay Filter Service with licensed DVD/Blu-ray console manufacturers and retailers in the Autumn 2009, followed by Video OnDemand and Streaming Video applications.

The ClearPlay Metadata - will also be made available under license as an additional service to existing TV listings/EPG providers, as well as to Digital TV Service Providers for product placement and ad-insertion analysis.

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