Robust Media Search (RMS) is a core technology for audio and video search. It searches a database using an audio/video signal captured by a smartphone. The captured signal is used as a search key instead of text keywords. This technology is applicable to various kinds of content navigation systems including content-based media search and advertisements synchronized to media data.

**Features**
- A segment length of a few seconds to ten seconds is sufficient for a search key.
- The technology is robust against noise, occlusion, and editing.
- It is not necessary to embed information in the media contents.
- Real-time database registration enables searching for live broadcasts.
- The database size and accuracy can be configured to suit the user's requirements.
- A search engine can be implemented on a smartphone. This enables a server-less media search system for the small database.

**Application Scenarios**
- Searching for information using an audio/video segment captured by a smartphone.
- Synchronizing an advertisement system to broadcast video, music, or commercial messages.
- Collaboration with digital signage on a street corner.

**NTT Group Global Advantage**
The RMS technology has world’s top level search performance and high reliability. It has been widely used in many commercial services not only in Japan, but also in the US and China.