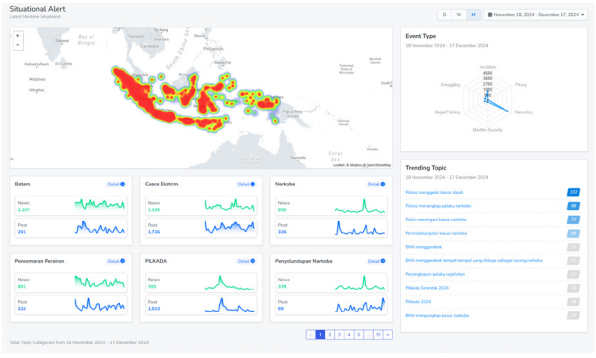
PEARSONLIVE

Maritime Admiralty Monitoring

Online Media Information Data Acquisition

Online Media Information Data Acquisition feature is a crucial tool for monitoring maritime-related events through news and social media platforms. This feature focuses on gathering real-time data about viral maritime incidents, key individuals, locations, and organizations using advanced Natural Language Processing (NLP) and Named Entity Recognition (NER) techniques. By analyzing content from various online sources, the system can identify significant maritime events, such as accidents, environmental incidents, or regulatory changes.



This feature enables stakeholders in the maritime domain to track trending topics and sentiments related to maritime issues, providing valuable insights into public perception and emerging narratives. The ability to swiftly analyze large volumes of data allows organizations to respond proactively to developments in the maritime sector, enhancing their situational awareness and decision-making capabilities.

Moreover, the Online Media Information Data Acquisition feature supports comprehensive reporting and visualization tools that help users interpret complex datasets. By presenting information in an accessible format, stakeholders can make informed decisions based on the latest maritime news and social media discourse.

In summary, this feature is essential for organizations looking to leverage online media for effective maritime monitoring. It enhances situational awareness by providing timely insights into viral maritime content and public sentiment, ultimately supporting improved communication strategies and operational responses in the maritime domain.

Content Processing & Text Extraction

Content Processing & Text Extraction feature is a vital component of Maritime Media Intelligence, designed to monitor and analyze media content relevant to maritime events, individuals, locations, and organizations. This feature utilizes advanced data collection and processing techniques to extract meaningful insights from a vast array of online news articles and social media discussions.

The Data Clipper, an automated internet robot, operates 24/7 to gather information from various online sources. The collected data is stored in a repository for further analysis, enabling users to select specific media catalogs for deep analysis of media activity. This feature provides a comprehensive view of maritime discourse, allowing for enhanced situational awareness and informed decision-making.

Additionally, the system supports crawling capabilities for both structured and unstructured data feeds, including RSS feeds, HTML web content, JSON, and CSV formats. Given that over 80% of the content in many organizations is unstructured, this feature is essential for statistical data processing. Text mining techniques are employed to discover previously unknown information by automatically extracting relevant data from diverse sources.

In summary, the Content Processing & Text Extraction feature is crucial for maritime stakeholders seeking to leverage media intelligence for strategic insights. It enhances the ability to monitor maritime events effectively, understand public sentiment, and respond proactively to emerging issues in the maritime domain.

Maritime Infographic and Analytic

Maritime Infographic and Analytic feature is a powerful tool designed to enhance the monitoring of maritime conditions through a comprehensive dashboard that aggregates news and social media content. This feature provides users with an intuitive interface that visualizes real-time data related to maritime events, including vessel movements, environmental changes, and significant incidents reported in the media.

In addition to visualization, this feature integrates an information alert system that notifies users of critical updates and emerging situations. Alerts can be customized based on user preferences, ensuring that stakeholders receive notifications pertinent to their interests—whether it's a sudden change in weather conditions, a vessel in distress, or breaking news related to maritime safety.

The combination of visualization and notification capabilities empowers maritime professionals to maintain situational awareness and respond proactively to developments in the maritime domain. By synthesizing data from various sources, including news articles and social media discussions, this feature enhances the overall understanding of maritime conditions and supports effective communication strategies.

In summary, the Visualization, Information Alert & Notification feature is essential for stakeholders in the maritime industry seeking to leverage real-time information for improved operational efficiency and safety.

Innov Digi
65 Chulia Street, Level 46, Suite 3918
OCBC Centre, Singapore 049513
marketing@innovdigi.com
+65 6670 6698