



ARTIFICIAL INTELLIGENCE



Streamline your media operations with our comprehensive range of visual, audio and text analysis tools.

Generate rich descriptive metadata, automate repetitive tasks and improve the discoverability of rich media assets.



AUTOMATED

Smart AI-powered workflows automatically improve searchability and utility of media assets.



FLEXIBLE

Choose the services that work best for you to reduce cataloging costs and total cost of ownership.



INTEGRATED

Take full advantage of powerful, deep learning technology from world-leading AI labs.

TRANSFORM YOUR ASSETS INTO SEARCHABLE, MORE VALUABLE CONTENT

As the volume of content that organisations produce grows exponentially, the number of humans available to manage it, does not.

You may not be able to afford more human help to catalogue and enrich your video collection, but you could get AI help.

There's more to AI than analysing and describing video content. Not all organisations have translators available, but AI powered language conversion services can instantly improve your content's reach and accessibility.

Many aspects of content management can be improved through AI when onboarding content. For instance, you can automatically flag inappropriate content in video or images.

By enriching media with extra descriptive, technical and structural metadata, many companies can improve content search and discovery, deliver higher revenues, increase viewer engagement, and ultimately offer entirely new ways to meet the demands of their businesses.

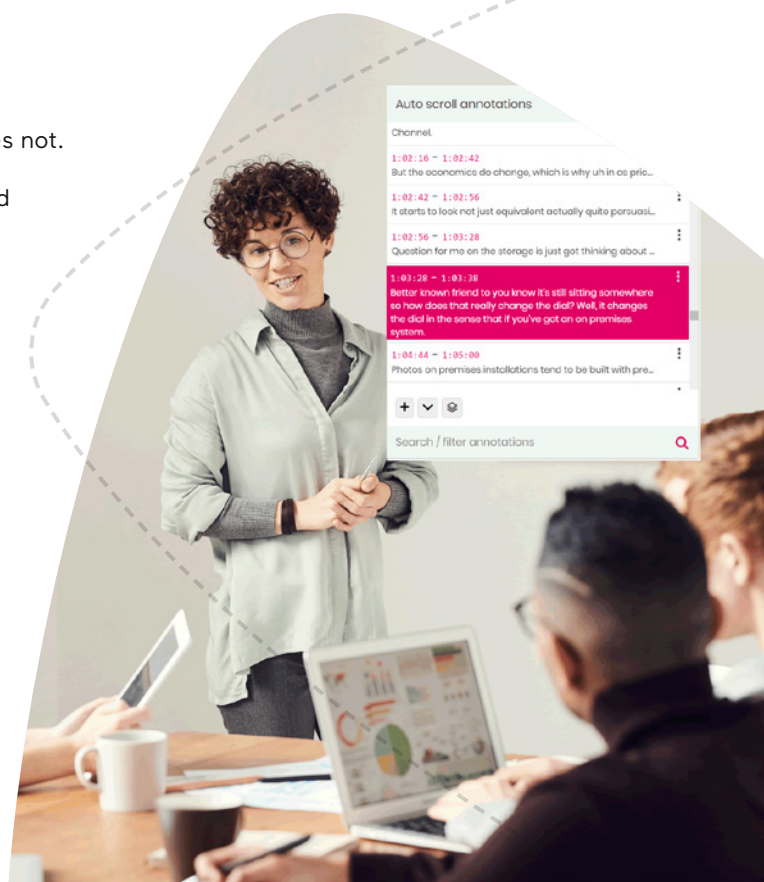


IMAGEN AND AI

Generating searchable metadata has always been a challenge for content owners. Even if you already own rich metadata sets that describe every moment of your video and audio, you'll still need a wide range of technical services and expertise to coordinate your data so that it can be accessed easily.

Imagen is designed to manage large datasets of metadata and rich media so that archives and video libraries can be explored and exploited using simple or complex search queries.

If you can make content searchable and easy to access, you can begin to unlock its full potential. Companies can locate their corporate assets; sports organisations can distribute content to rights holders and media companies can monetise content libraries or coordinate media logistics from a cloud platform.

Imagen and AI powered workflows help content owners from a wide range of industries to bring their content to market more quickly, drive revenues, work more efficiently and lower the cost of ownership.



AI FOR SPORTS

- Identify players and coaches
- Report on sponsor coverage
- Integrate player biogs and stats
- Isolate highlights
- Track people and objects
- Transcribe game commentary



AI FOR MEDIA COMPANIES

- Translate content for global distribution
- Identify and commercialise most valuable content
- Check for inappropriate content
- Locate scenes breaks



AI FOR BUSINESSES

- Monitor brand performance
- Convert into multiple languages
- Avoid duplication of assets
- Make corporate content more accessible across departments
- Index meetings and presentations

PARTNERING WITH THE SMARTEST AI PROVIDERS

Powering next generation AI to augment content management relies on partnering with the biggest and best R&D companies in the world. Our AI services leverage the best technology on offer from the labs of Google and Microsoft Azure.

Through Imagen, content owners can take full advantage of the world's most powerful, highly scalable, deep learning technology that requires no machine learning expertise to use.



AI SERVICES

VISUAL ANALYSIS



Face Recognition

Identify faces and use biog data



Logo Recognition

Identify branding in video sequences



Object Recognition

Identify and label everyday objects



Object Tracking

Track movement of multiple objects



Shot Detection

Detect scene breaks



Content Moderation

Detect and prevent explicit content

AUDIO ANALYSIS



Speech to Text

Convert speech from audio to text in 10 languages



Sentiment Analysis

Detect levels of positive and negative sentiments



Speaker Identification

Understand who spoke and when from an audio track

TEXT ANALYSIS



Translation

Translate text into more than 40 languages



Text Detection

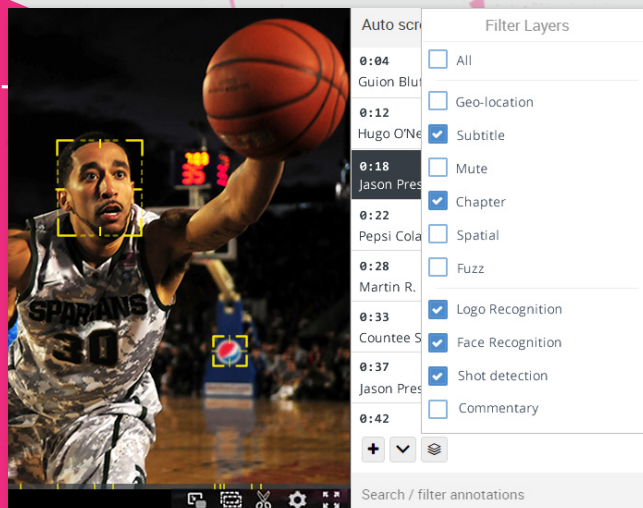
Detect and show point where text is found



And many more...

Get in touch to find out more about our full range of AI services

ANNOTATION LAYERS



Annotations are searchable time coded metadata tags which help users search and navigate video. They can be used to break up long form content into logical chapters, added to describe events, identify people, logos and more.

AI services, can automatically generate significant volumes of time based annotations. With so much extra descriptive information available, Imagen's *Annotation Layers* help users to decide which descriptive tags to display - For example, you could choose to show logo recognition and commentary and turn off face recognition.

Use tick boxes to toggle the visibility of the available metadata tags and use the Layer Visibility control to turn visual highlighting on or off.

IMAGEN MAKES AI SIMPLE

During ingest simply choose your AI enabled workflows to access the services you need. Imagen workflows can be configured with one or more AI services.

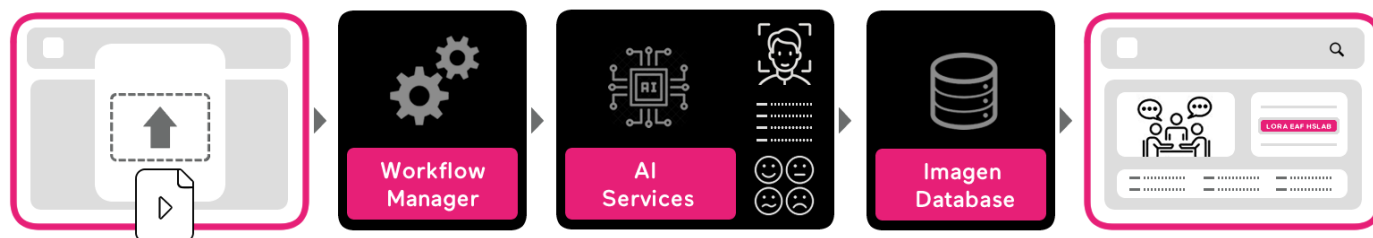
Legacy content already stored in your Imagen platform can also be selected and submitted to an AI enabled workflow. Your files will be automatically analysed and existing database records appended with extra metadata.

AI services output JSON (JavaScript Object Notation) data which can also include timecodes. During set up we test a sample of your media and set a Confidence Score threshold to ensure that the data you receive back from the AI service is sufficiently accurate for your needs.

01 Simply drag and drop your media file onto Imagen's web based upload interface and select an AI enabled workflow from a drop down list.

02 Imagen's AI enabled workflows analyse the file and generate time-based metadata tags. Data associated with the file is stored in Imagen's database.

03 Your users will now be able to find the media they need more easily using Imagen's powerful search engine - including the ability to find key moments in video and audio thanks to timecoded metadata tagging.



BILLING

AI Services are available to Imagen customers at additional cost. Contact your account manager for a full list of AI services and pricing information.

IMAGEN API

AI workflows can also be accessed via Imagen's REST API, enabling automated ingest of large batches of digital media files from third party systems.

CONFIDENCE SCORES



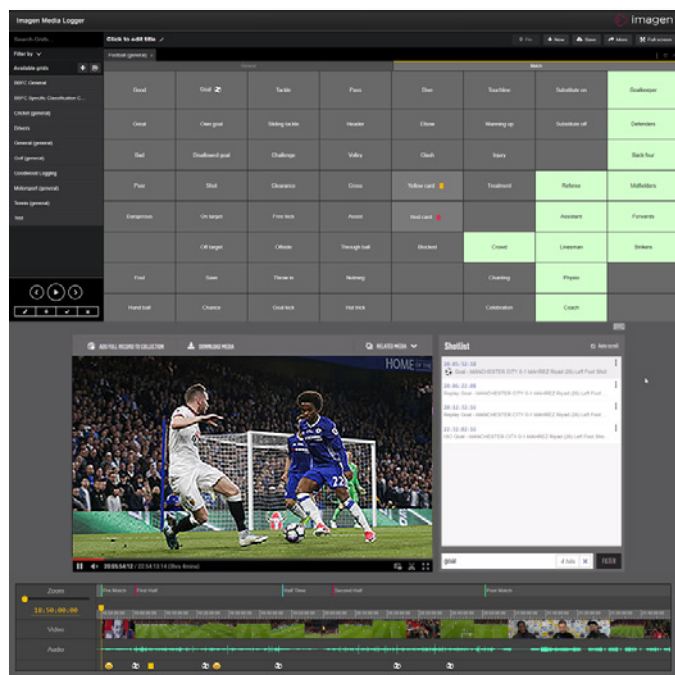
Naturally, some content is predisposed to work better with AI than others. For example, a speech to text service that transcribes the dialogue from a noisy nightclub scene which contains three people talking simultaneously over a dance music track will have a lower degree of accuracy than a news anchor speaking clearly (and alone).

For that reason, AI services produce output with a Confidence Score - a number between 0 and 100 that indicates the probability that the analysis is correct.

During set up, we work with you to test your content and determine a confidence score threshold that will enable Imagen to return sufficiently accurate metadata - while lower scoring output is discarded. Metadata created for newly ingested files can be reviewed for accuracy, corrected and appended before making available for wider use.

METADATA TOOLS

Alongside our AI Services, we've developed a wide range of tools to help content owners generate and manage descriptive and technical metadata so end-users can find media quickly using Imagen's powerful search engine.

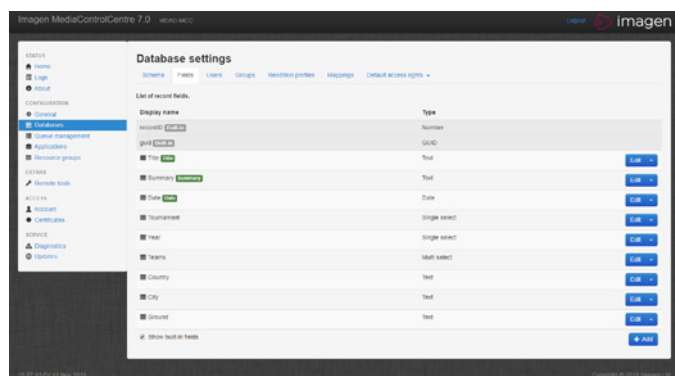


MEDIA LOGGER

Imagen's unique Media Logger tool generates consistent time-based metadata quickly and easily, without any technical know-how. Media Logger uses a grid of keywords or phrases which can be easily customised and saved as personalised layouts.

During video playback (or during a live stream), simply click on a grid of customisable keywords, emojis, chapters, phrases and participants to generate rich, searchable metadata. The searchable tags will be applied to the timeline and can be displayed and synchronised with the video or audio file during playback.

Once applied users are more able to search for specific moments within long form content – such as goal, fouls and other highlights within a game of football.

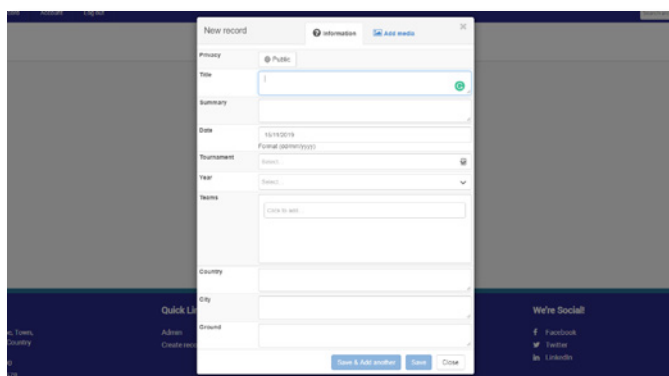


DATABASE DESIGN

Create any number of fields to store your metadata. Choose from a range of field types such as date, free text, pick lists and add labels to name and describe your fields.

IMPORTING DATABASES

Existing databases can be imported into Imagen through the REST API. Imagen's data translation capability can also map legacy database fields so that legacy data can be easily transferred into new database fields in Imagen.



MANUAL METADATA ENTRY

When you add new digital media files to Imagen, you'll be prompted to add metadata. Metadata records can be updated at any time through a web browser.

UPLOAD METADATA FILES

Imagen can upload metadata as text files (CSV or XML) associated with a digital media file via an import wizard or using a REST interface. Media files can also be imported alongside the associated metadata file.

WE ARE IMAGEN.

Drive engagement, generate revenue and transform your business with the world's smartest video management platform.

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