

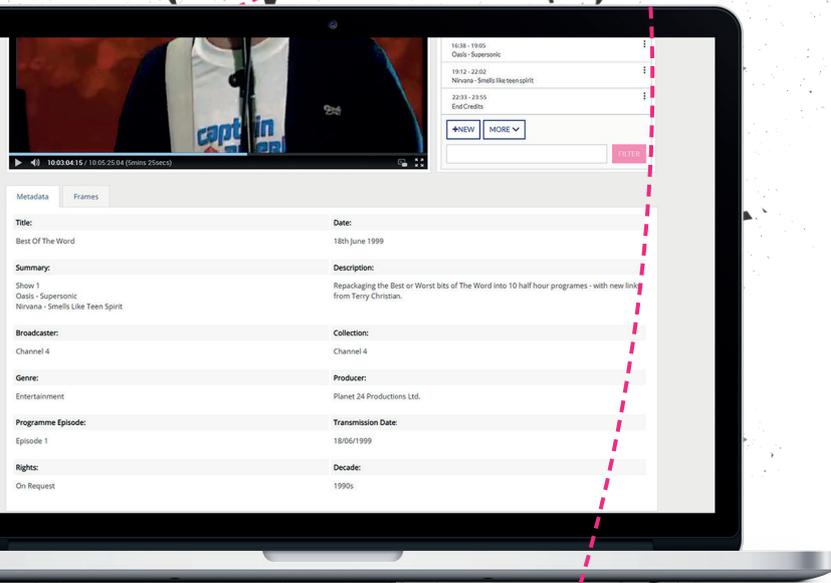


# METADATA TOOLS



Metadata is crucial to describing, organising and finding your digital assets. Imagen gives you the most powerful tools in the business to generate and manage metadata accurately and efficiently.

Choose your own database fields and add descriptive, technical and time-based metadata tags and annotations to improve the searchability of your media.



## CUSTOMISABLE

Create your own set of custom metadata fields



## AUTOMATED

AI services for rapid generation of rich searchable metadata



## CONSISTENT

Create taxonomies to standardise common names, events and keywords



## OPEN

Import legacy databases or upload metadata from text files



## TIME-BASED

Accurate searching within video or audio with temporal metadata



## ENGAGING

Incorporate emojis and icons into your metadata to increase user interaction

## WHY DO I NEED METADATA?

Metadata is textual information which describes the content of digital files. It explains what's happening in a video, who is featured in an image and much more. It helps people and machines to catalogue, store, search for and retrieve digital files using everyday language.

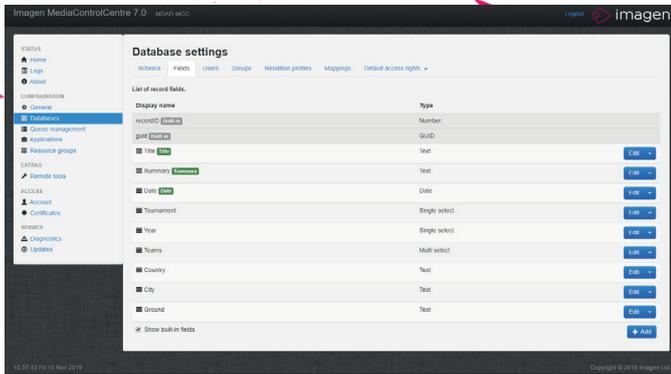
Without metadata, it would be virtually impossible to locate specific content, stored within a collection of hundreds, thousands or even millions of digital files.

The quality of your metadata will have an impact on how retrievable, usable and marketable your digital content will be. In many respects your metadata could be considered as valuable as the content itself.

Companies that hold significant volumes of digital media assets are realising that the first step to increasing the ROI of their content is creating & collecting metadata.

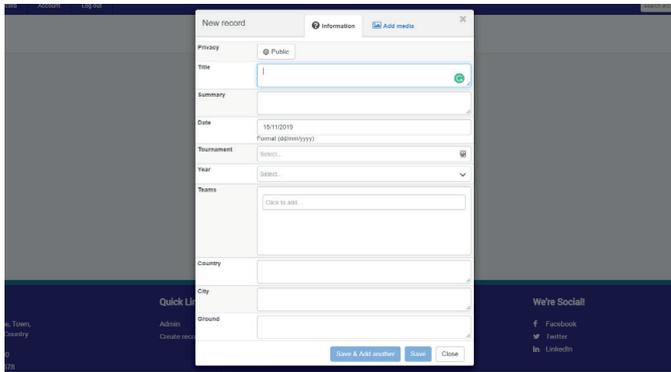
A well maintained set of metadata allows companies to fully appreciate, reuse and monetise their assets more effectively.

Imagen gives you a range of tools to generate descriptive and technical metadata so you can find your digital media quickly when using Imagen's powerful search engine.



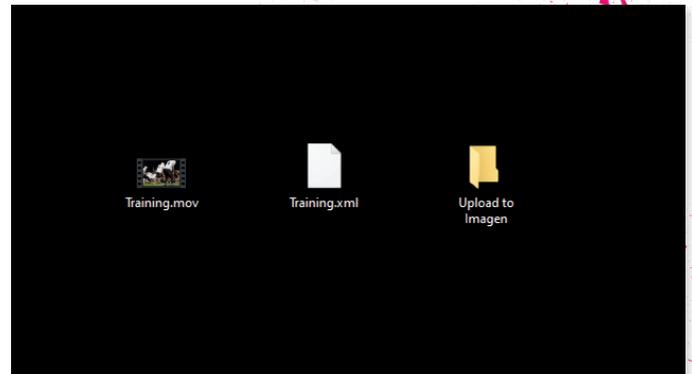
## DESIGN YOUR DATABASE

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 describe the information they are storing – e.g. Title, Description, Director, Rights holder etc.



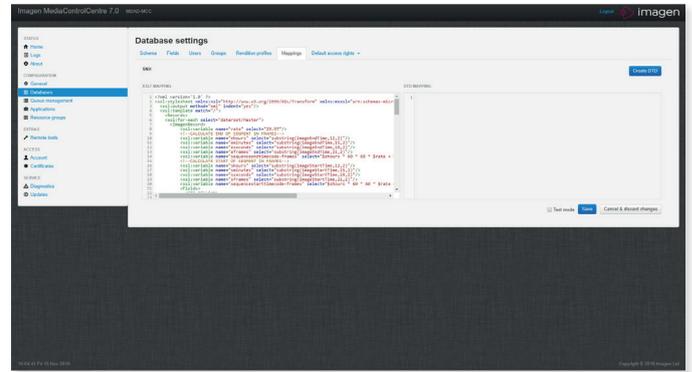
## MANUAL METADATA ENTRY

When you add new digital media files to Imagen, you'll be prompted to add metadata. Simply fill in the fields with as much information as possible. The metadata records can be updated at any time after ingest through any web browser.



## UPLOAD A METADATA FILE

Imagen can upload metadata as text files (CSV or XML) associated with a digital media file via a 'hot' folder or using the REST interface.



## 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 data can be easily transferred into new database fields in Imagen. This is usually provided as a professional service, but can be achieved by reading our REST API documentation.



## TIME BASED METADATA

Add tags to long form video content to improve searchability and navigation. For video or audio files, a long sequence can be broken down into logical sections and specific category markers applied to the timeline to highlight chapters and participants – such as actors, players or staff. Insert a wide range of emojis to bring a visual appeal to the video timeline.

# ANNOTATIONS

Annotations are contextual metadata that can be applied to media files. They are searchable and make media files easier to navigate or understand.

## SPATIAL ANNOTATIONS

Spatial annotations can be used to highlight areas on an image or video and can be tagged with searchable metadata. E.g. draw a square marquee around a face and add a name. The name will be searchable, and the person's face will be highlighted on screen.

## MOVING SPATIAL ANNOTATIONS

Objects can be tracked between two points in time. Highlight an object with a marquee at different positions with a start and end time. Imagen will animate the path of the object over time.

## EMOJI SUPPORT

Insert emojis into the timeline to provide visual representations of mood.

## CHAPTERS

Mark out specific areas in long form video or audio e.g. Quarters in an American football game.

## PARTICIPANTS

Add a controlled range of personnel to your annotations, e.g. team players in a game of football. Each participant can have their own row on the timeline for easier search and navigation and can be annotated separately.

## STAR RATINGS

Apply a star rating to any set of annotations to enable users to rate content. Imagen star ratings can be exported and are interoperable with other technologies including EVS IP Director's Interest Level Rating.

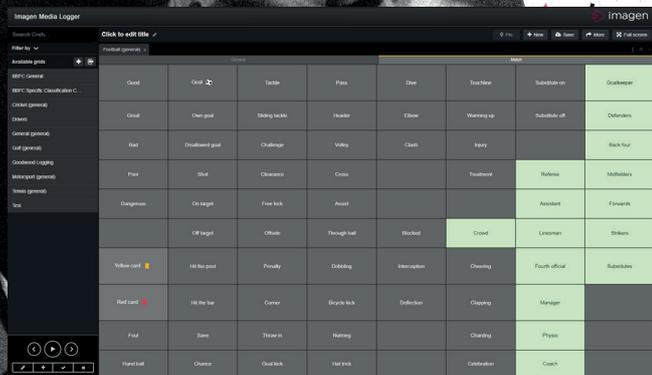


# MEDIA LOGGER

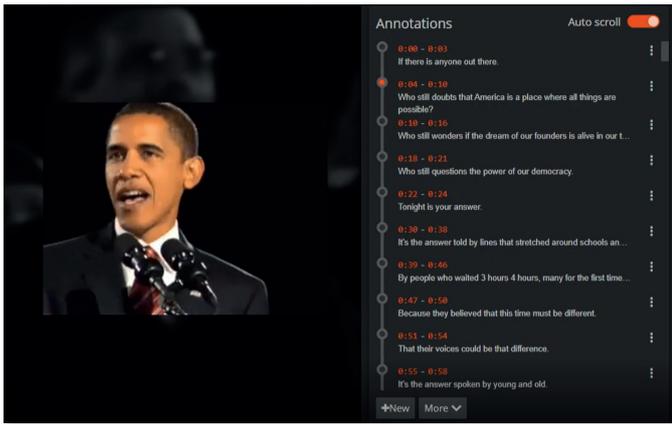
Imagen's unique Media Logger tool generates consistent time-based metadata quickly and easily, without any technical know-how. Media Logger uses a grid of keywords or phrases which can be easily customised and saved as personalised layouts.

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 a goal within a game of football.



# AI & METADATA



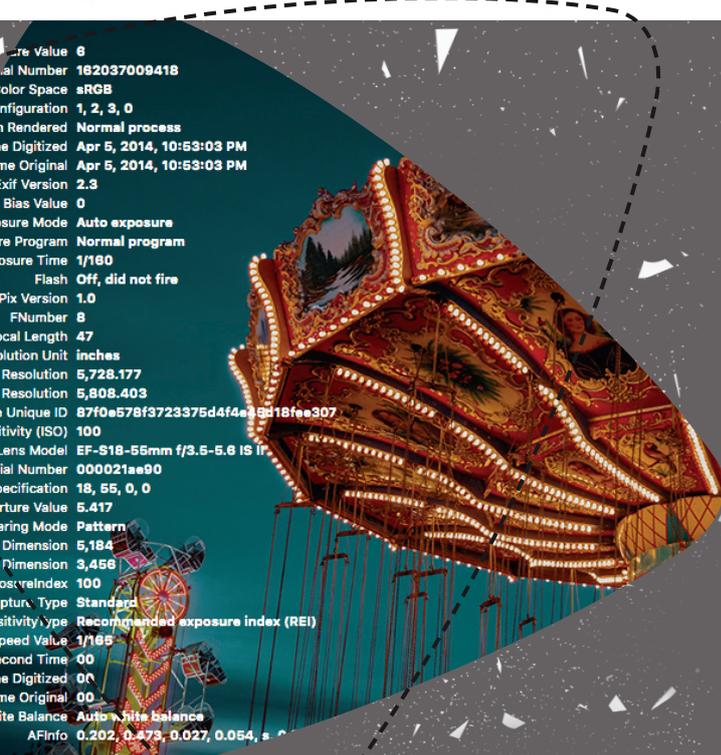
## SPEECH TO TEXT

Imagen's Speech to Text service automatically extracts the words spoken within a digital audio or video file. Imagen will take you to point in the video or audio where the word or phrase was mentioned when searching. All major languages supported.



## FACE DETECTION

Faces within digital images can be automatically identified using Imagen's face detection feature. Imagen highlights faces ready for tagging by administrators - so individuals can be found during basic searches. This reduces the overhead of marking up one or more faces in an image.



## TECHNICAL DATA EXTRACTION - EXIF/IPTC/XMP

Many images contain embedded metadata which outline technical aspects of the picture, such as date, time and GPS information as well as copyright and descriptive information. When ingesting image files, Imagen can extract embedded EXIF, IPTC and XMP data and save as searchable metadata in the database.

### WE ARE IMAGEN.

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