

Bring smart archives to life with Machine Learning

BENEFITS

Intelligently automate workflows and optimize inefficient processes at lower costs, with improved performance

Transform big video data into contextual metadata insights that can be easily curated, searched and produce deep understanding at scale

Create more valuable content and intelligently targeted adverts

Improving audience engagement by providing contextual analytics and analytics on all mediums (TV, Web, Social Media) including sentiment analysis to generate highly relevant content to control narratives and maximize ROI

Moderate constantly growing repositories of video for illicit content such as nudity, gore/violence, profanity, threats fake news and extremist propaganda

Industry best multilingual tools for content regionalization in 27 different languages — creating closed captions and subtitles — extending the ROI of content.



Enhance Dell EMC Isilon and ECS archives with IDenTV AI platforms

The problem with legacy metatagging

Across the media and entertainment industry companies are challenged with curating well-kept data stores. With increasing workflow complexity, expanding footprints and worldwide collaboration it can be challenging to properly store and find content. Without proper metatagging workflow coordination is nearly impossible and prevents the monetization of key assets for reuse in the future.

Current metatagging practices are dependent on manual activities. Not only is this process expensive and draining on resources, it also introduces the potential for human errors and lag in the workflow. In an industry facing rapidly accelerating timelines to meet the expectations of viewers, these issues can introduce chaos and limit a company's ability to compete in a highly competitive market.

AI-driven metatagging

AI promises a new method for quickly metatagging more content, with more information, faster than methods reliant on humans. Thousands of hours of footage can be tagged to create well maintained, easily searchable archives. Until recently adopting AI has been very expensive and dependent on highly technical resources to either create a customized solution, or to bring AI capabilities into existing applications. This has limited the adoption of AI to large media companies with the budgets and resources to develop their own AI approaches.

Machine Learning for All with IDenTV

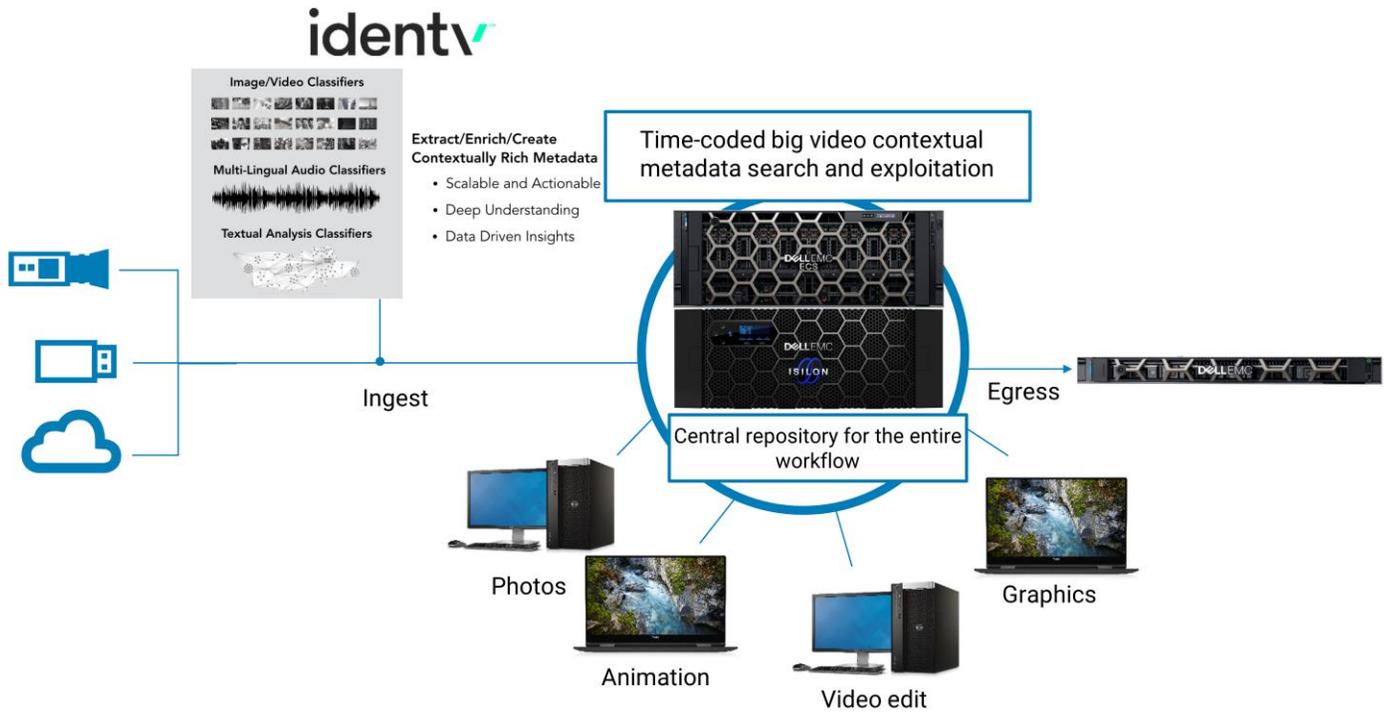
IDenTV brings the power of AI to media companies of any size with an easy to deploy, simple to use solutions, that don't require dedicated specialized teams. IDenTV enables all constituents of the media ecosystem to leverage the power of advanced A.I. Powered multimedia analytics and technologies for next generation content management and search tools that enable greater actionability, monetization tools to increase and measure ROI. IDenTV's suite of over 30+ Artificial Intelligence and Machine Learning: Computer Vision, Automated Speech Recognition, Machine Translation and Natural Language processing engines provide unparalleled automation, optimization and big data analytics for data-driven decision making that had been unattainable in the past. Highly scalable and capable of operating in real-time environments empower your enterprise with IDenTV's artificial intelligence.

Dell EMC Unstructured Data Storage

Dell EMC storage solutions form the backbone of media workflows from content creation to broadcast. Isilon offers massive scalability into the petabyte range, automated tiering across high-performance all-flash, hybrid and archive nodes and integration with infinitely scalable, geo-distributable ECS object storage all with simple data management.

Smart Archives

Combining Dell EMC Unstructured Data Storage with the IDenTV AI suites give media companies a deep archive of thoroughly tagged content that can be searched, recalled from archive to performance tiers for editing or for further monetization through use in future projects.



About IDenTV

IDenTV is a front runner in developing industry best computer vision technologies using Machine Learning and AI, IDenTV technology solutions are deployed in both the commercial and federal sectors. We bring the perfect combination of talent and technology to help our customers overcome their most significant challenges. Learn more at www.identv.com.

About Dell EMC

Dell EMC is a trusted leader in media and entertainment storage for content creators, broadcasters, and content delivery providers. Dell EMC storage forms the foundation of a simple and future-proof infrastructure, giving you the agility to transform business operations, and the flexibility to adapt to new media workflows. Through innovative products and services, Dell EMC accelerates creation and monetization of media, helping media professionals store, manage, protect, and analyze their most valuable digital media assets.



Learn more about Dell EMC solutions for Media and Entertainment



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