CLEAR™ Vision Cloud

Intelligence or Wisdom. You Choose.

Business
Context

Today, the market has numerous readymade AI tools available that recognize different aspects of video content – like objects, transcripts, on-screen text, celebrity faces, emotions and more. However, users experience several challenges while working with these:

- Most AI tools are trained to solve generic use cases that are applicable across industries, thereby limiting their effectiveness and context

- Standalone AI engines can recognize specific elements within individual video frames, but lack the ability to combine these findings in a contextual manner to identify complex sequences (like a particular character in a car chase)

What
We Offer

A module of PFT's CLEAR Media ERP Suite, Vision Cloud is a native media recognition Artificial Intelligence (AI) platform that builds Machine Wisdom from intelligence to transform business operations. Leveraging Machine Wisdom, Vision Cloud synthesizes and focuses on the most important annotations to deliver search results that are far more meaningful and contextual.

The platform can be used to search digital media and easily extract relevant content for multiple use cases across the content lifecycle – right from creation and post production to distribution and marketing.

Key
Features

- Powerful homegrown engines and models to identify complex elements such as compound objects, sounds, commentary, actions and best suited (contextual) thumbnails

- Custom solutions that meet specific needs which off-the-shelf models cannot solve

- Draws on PFT's ability to build Machine Learning (ML) models to solve specific business challenges and decade long experience of collecting, curating and annotating content

- Leverages collective intelligence of the industry's most sophisticated AI solutions and PFT's homegrown complementary models, drawn from Instructional Learning

- Tags all content for Advanced Free Text Intelligent Search, and has a rich feature set based on Natural Language Processing (NLP), Fuzzy Logic and Thesaurus

- Leverages the pre-existing toolsets of CLEAR to drive actionable outcomes

- Equipped with in-built speech-based search functionality

Ready-to-use
Solutions

CLEAR

Archival and Search	Content Localization	AI Assisted Promo Creation
Cricket	VoD Ops	Compliance
	Manual Workflow Automation	

Readymade APIs to support building useful Media Applications

Metadata Discovery and Search APIs

Intelligent, summarized metadata using PFT's Machine Wisdom

Localization APIs

Transcription, Translation, Memory bank, Timing etc.

Promo Creation APIs

Scene suggestions, Fuzzy search, Promo rough cut clusters

Cricket APIs

Object, player, action tagging (based on game logic), Highlight suggestions

Content Distribution Ops API

Thumbnail creation, Key segment detection (color bar, break bumper, black screen, start credit, end credit…)

Compliance APIs

Tagging of nudity, violence, smoking, substance abuse, alcohol, swear words, Auto edit/ suggestion

RPA

Together with Virtual AI, offer a set of Intelligent Automation suite for M&E industry

Why
PFT?

- Wisdom as opposed to mere Intelligence

- Ready-to-use Machine Learning (ML) models to solve for specific unsolved challenges

- Flexibility to harness intelligence from the best of breed models

- AI/ML consulting services to solve for specific pain points

- Proven Expertise:

  - Experience from tagging 400 million words across genres helps us impart Instructional Learning to build Wisdom

  - Built the world's first and only taxonomy for cricket, with 120 descriptors per ball bowled

Business
Benefits

Enhanced Decision Making

Faster time-to-market

Scalability

New Monetization Opportunities