



MetadataIQ

Accelerating the Speed of Content Creation

Digital Nirvana's MetadataIQ is a secure, scalable platform to automate the process of metadata generation for production, pre-production, and live content residing in AVID. MetadataIQ aids in secure and efficient generation of metadata Avid based assets. The 100% automatic generation and ingestion of relevant metadata along with locators into AVID helps editors to accurately identify relevant content, thereby saving time and effort.

Key Features & Capabilities:

- A hybrid application that enables the automatic transfer of media from Avid and enables metadata generation from the Avid system.
- Time-coded speech-to-text and video intelligence metadata ingested automatically as markers.
- Automatically ingests metadata for individual assets and makes the asset easily searchable.
- It provides editors with the ability to review raw footage faster for content generation.
- Creates the opportunity for content owners to retrieve relevant content from the archive for repurposing.

Automatic and Easy-to-use:

- The application is designed to automate the end-to-end process of creating transcription and video-based metadata for Avid-based assets.
- Automatically generated locators, customizable based on duration and color, are then ingested into the Avid Interplay, helping users search and retrieve content effortlessly within Avid.

Video Intelligence:

- Integrated with video intelligence, MetadataIQ is capable of logo detection, face recognition, object identification, and shot-change identification among others.

Seamless Solution:

- MetadataIQ lives on the customer site for security reasons and can be installed on either a dedicated server or a virtual machine. The application automatically extracts the original asset and creates a low-res proxy or audio-only version of the actual media file from the Avid watchfolder.
- The asset is securely transferred to the cloud for the automatic generation of metadata and upon process completion, the metadata is returned to the on-premise application, which ingests the metadata back into Avid Interplay with locators.

Secure:

- The low-res proxy files transcoded on-premise are transferred to the cloud where they are temporarily stored in encrypted storage only as long as they are required to process the job and are then erased. All transfers to and from the cloud are over TLS encrypted HTTP.
- Processed metadata is delivered back to MetadataIQ living within the customer's premises, from where they are converted into formats required for submission to AVID MAM, shared folder, or other systems based on customer-specific requirements.

In this era of digitalization, metadata has become an integral part of the information that can make organizing, finding, understanding and working with instances of data easier. Being a part of the Media and Broadcast industry for more than two decades, Digital Nirvana is catering to metadata management and is constantly evolving in this space by applying machine learning and AI to content analysis improving the findability of these previously hard to index rich content types through the automated creation of high-quality metadata.

About Digital Nirvana

Digital Nirvana delivers knowledge management technologies that empower organizations worldwide to create content, automate the generation of captions, subtitles, and metadata, as well as monitor the delivery of broadcast media. Built on two decades of industry experience, the company's products Trance and MonitorIQ addresses the needs of modern broadcast media companies by harnessing best-of-breed video, audio, and AI technologies to drive new levels of speed, creativity, quality, and insight. The company's comprehensive service portfolio offers a combination of technical and human expertise providing reliable service in the areas of media monitoring and analysis, media solutions and services, investment research, and learning management services. Addressing the needs of modern broadcast media companies, Digital Nirvana's agile products and services scale to deliver high-impact services for organizations of all sizes, across all regions.

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