



Simplifying and Automating Metadata Generation for Avid Assets

MetadatalQ is a SaaS-based offering from Digital Nirvana that automates the generation of speech-to-text and video intelligence metadata, increasing the efficiency of production, pre-production, and live content creation services for Avid PAM/MAM users.

Digital Nirvana, a leading-edge media monitoring and metadata generation services provider, provides metadata enrichment of Avid assets by applying ML and AI to create transcripts of video content. MetadatalQ automates the entire process of metadata generation, including transferring video assets from Avid and ingesting the metadata as markers along with the asset. The 100% automated generation and ingestion of relevant metadata as locators into Avid helps editors identify relevant content accurately, saving time and effort.

Key Capabilities

- Off-the-shelf integration with Avid Interplay™ to automate the end-to-end speech-to-text generation and video intelligence metadata for Avid-based assets.
- Automatically submitting media for transcription, captioning, and translations from within the existing workflow.
- Operators can create and ingest different kinds of metadata, including - speech-to-text, facial recognition, OCR, logos, and objects, each with customizable marker durations and color codes for easy identification — that can be accessed via the Avid MediaCentral™ environment.
- Editors can simply type a search term within Interplay or MediaCentral, identify the relevant clip, and create content.
- For VOD and content repurposing, video intelligence metadata aids in product placement/replacement and accurately identifying ad spots.

Key Features



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 markers, 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 can provide logo detection, face recognition, object identification, and shot-change identification.



Seamless Solution:

- MetadataIQ integrates directly with the 'Trance' platform to generate transcripts, captions, and translations in all industry-supported formats.
- In-house teams can submit files directly from their existing workflow and receive the output as sidecar files or ingest them directly into Interplay as markers.
- 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 watch folder.
- The asset is securely transferred to the cloud for the automatic generation of metadata. Upon process completion, the metadata is returned to the on-premises application, which ingests the metadata back into Avid Interplay with locators.



Secure:

- The low-res proxy files transcoded on-premises 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.

MetadataIQ helps editors accurately identify relevant content to save time and effort by delivering complete automation over the generation and pertinent metadata ingestion as timecoded markers into Avid. The MetadataIQ software can be installed on-site on a dedicated server or virtual machine, with Digital Nirvana providing complete support for deployment.

More information about Digital Nirvana and its products and services is available at: www.digital-nirvana.com

About Digital Nirvana

Digital Nirvana is a global developer of knowledge management technologies that empower organizations to create, share, and mine insights from electronic media. The company's comprehensive portfolio of solutions includes media monitoring and analysis; generation and management of closed captions, subtitles, transcripts, and metadata; and advanced AI-based technologies that drive custom production workflows. Organizations worldwide rely on Digital Nirvana to improve operational efficiencies, ensure compliance, reduce costs, and expand revenue streams. Digital Nirvana's compliance-driven solutions deliver unmatched quality, proven versatility, and best-in-class performance to help organizations surmount difficult business challenges and drive rapid and profitable growth.