

Taking Video Understanding AI to the Next Level

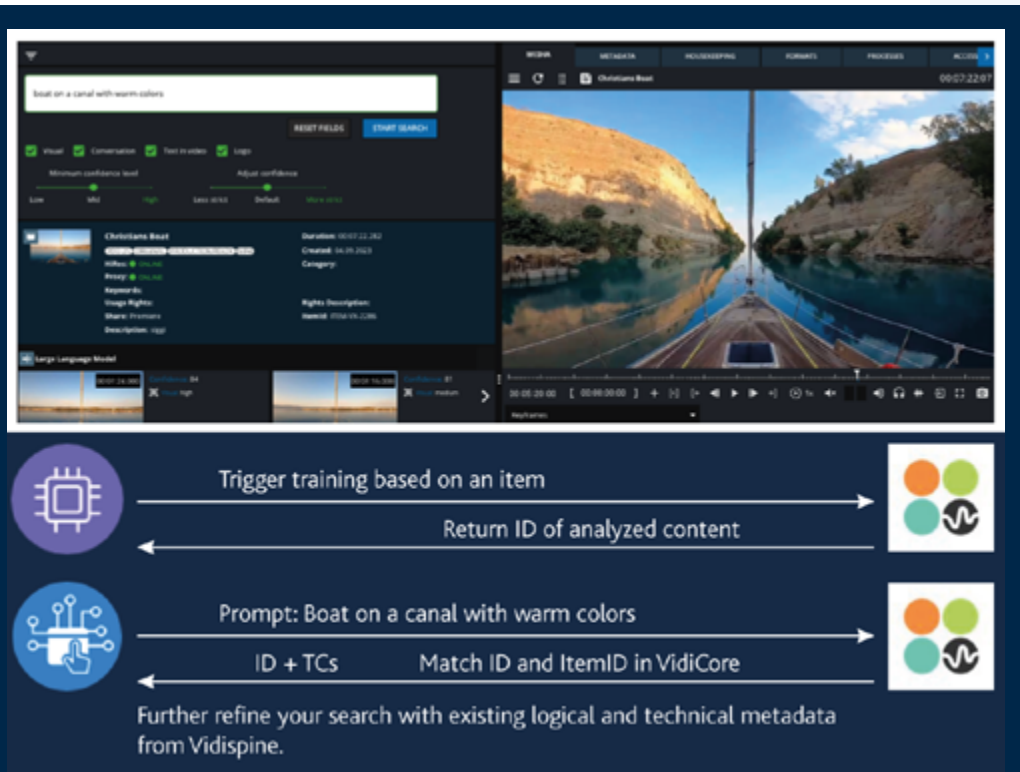


What it's all about

When Twelve Labs and Vidispine – An Arvato Systems Brand first decided to work together for a joint client from the sports industry, it was with the aim of improving the video browsing experience for clients. The joint solution enabling easier navigation through video content and uncovering previously undetectable elements such as specific moves or player conversations. This was achieved through advanced AI-driven analysis, that are not covered by classic metadata and filters. It quickly became clear that the integration had the potential to be even more and could help a variety of customers from a wide range of sectors to improve and speed up working methods.

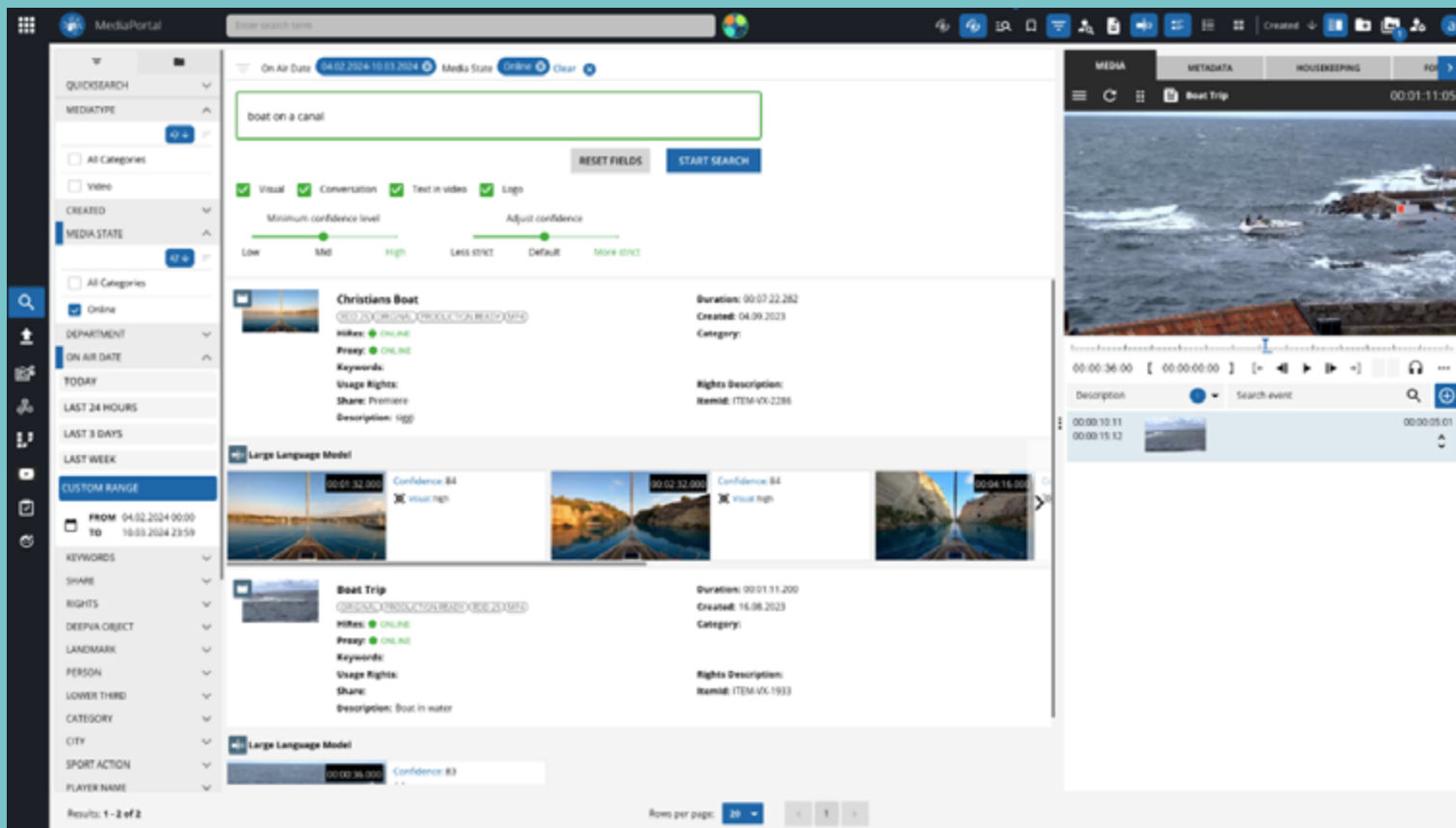
Benefits

- Users do not need to log material manually instead they can use Twelve Labs searches
- The integration of Twelve Labs video-language foundation models in MediaPortal changes the way users can search for material
- No need to index all static metadata fields within the VidiNet backend
- Improved video browsing experience
- Simple navigation through video content
- Time-saving
- Effortless and intuitive usage



How does it work?

Twelve Labs uses multimodal video-language foundation models to capture the full semantic and contextual content of video – this means that captured semantic and contextual content is stored in vector representations called “embeddings” which then enable human-level understanding of the video. The integration between products of the media service platform VidiNet and Twelve Labs presents a solution where manual logging and metadata generation become obsolete. Integrating Twelve Labs’ video-language foundation models in the intuitive user interface MediaPortal changes the way users can search for material as it eliminates the need to index all static metadata fields in the core service VidiCore. Users now have the ability to precisely locate specific moments within their video archives using natural language queries, seamlessly merged with the metadata indexed by VidiNet. But what exactly does this mean? Users can now find exact moments within their videos using natural language queries and combine them with metadata from Vidispine applications.



How does the integration work?

- Start a VidiFlow workflow on the item you want to analyze
- Upload Source Video to the configured S3 Bucket
- VidiCore job triggers index job via Twelve Labs API
- Twelve Labs video-language foundation models create and store embeddings
- VidiCore stores Twelve Labs Video ID and Twelve Labs index ID on item
- MediaPortal provides a Twelve Labs search dialog
- User can search in Twelve Labs using natural language and combine search with MediaPortal search/filter options
- MediaPortal performs API call to Twelve Labs
- MediaPortal gets back Twelve Labs ID and matches the ID with the VidiCore ID within the VidiNet backend
- MediaPortal displays search results as events/time-based metadata below the item



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About Vidispine: Global IT specialist Arvato Systems supports major companies in Digital Transformation. About 3,100 staff in over 25 locations stand for in-depth technology expertise, industry knowledge, and focus on customer requirements. Working as a team, we develop innovative IT solutions, transition our clients into the Cloud, integrate digital processes, and take on IT systems operation and support. Vidispine is a brand of the Arvato Systems Group. The Vidispine portfolio enables companies working with media to focus on their core business by providing easy access to technology that supports their business needs. Our platform enables customers to get the maximum value from their assets, rights, media inventory, and market.



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About Twelve Labs: We believe that to understand video is to understand the world. Video is the most accurate way to capture the world's stories as they are. By vastly enhancing the machine's ability to understand videos, we will be one step closer to singularity and true human-AI symbiosis. Twelve Labs was founded with the shared sense of purpose of contributing to the achievement of singularity that will benefit humanity. By helping our customers build intelligent video applications of today and tomorrow, we are changing the paradigm of how video is accessed and consumed.