

Revolutionizing Media Management with AI

Executive Summary

EMAM leads the evolution in Media and Production Asset Management (MAM and PAM) by harnessing the power of Artificial Intelligence (AI) to transform content discovery and use. Building on its commitment to innovation, EMAM now integrates with Twelve Labs' Marengo and Pegasus foundation models, introducing next-generation multimodal video understanding capabilities. This breakthrough enables unprecedented efficiency in video search and summarization, marking a significant leap forward in media asset management.

Challenge

The increasing volume and complexity of media assets necessitate advanced solutions for efficient management, searchability, and utilization. Traditional methods fall short in addressing the need for quick and accurate content retrieval from vast media libraries.

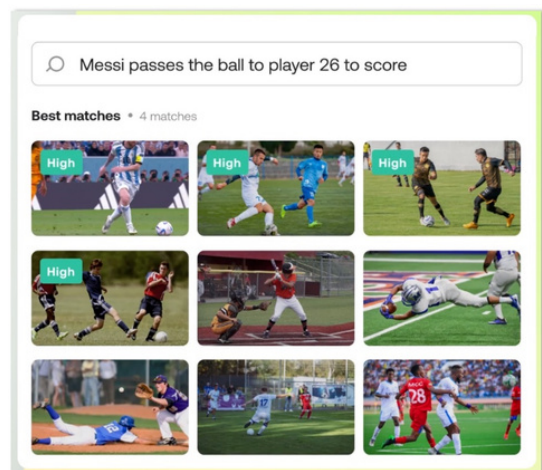
Solution Overview

EMAM's integration with Marengo and Pegasus, Twelve Labs' AI modules introduces a new era of video search and summarization. These integrations provide a foundation for sophisticated multimodal video understanding, allowing users to navigate and manage media assets with unparalleled ease and efficiency.

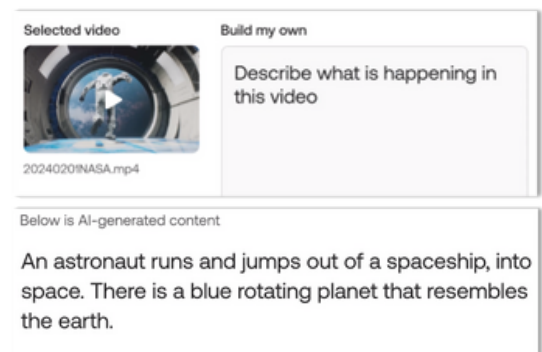
Key Innovations

Multimodal Video Understanding: Beyond basic tagging, Marengo and Pegasus analyze and interpret video content to provide a deeper understanding of media assets.

Advanced Video Search: Semantic analysis and natural language processing allows users to perform searches based on the content within the video, transforming how media assets are discovered and retrieved.



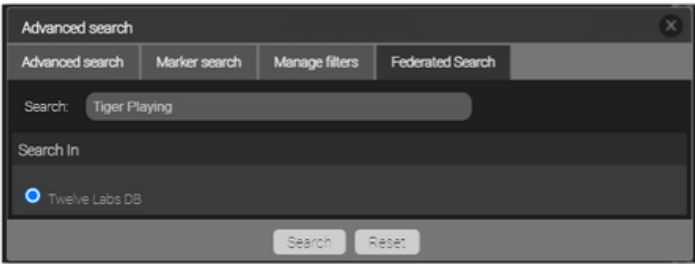
Video Summarization: Concise summaries and highlights of videos, provide essential content at a glance.



Key Features

Semantic Video Search: Searches using the meaning of a word or phrase in context provide a better search experience.

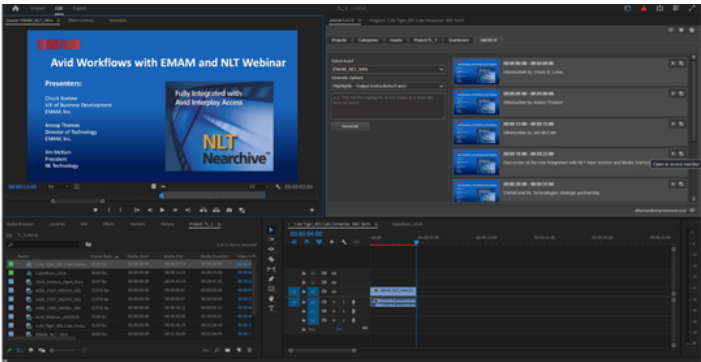
Natural Language Queries: Allows users to search using everyday language.



Insight Widget Enhancements: Displays search results with a quality score. Users can mark, sub-clip, and arrange media for craft editing.



Integration with Editing Software: Seamlessly connects with Adobe Premiere and DaVinci Resolve, so editors can directly use their favorite tools.



Impact and Benefits

- **Enhanced Discoverability:** Revolutionizes how users find and interact with video content, leveraging deep content understanding to locate relevant assets efficiently.
- **Increased Efficiency:** Dramatically reduces the time and effort required to manage, search, and utilize media assets, enabling focus on creative and productive tasks.
- **Global Workflow Enablement:** Facilitates collaboration across borders by providing tools that transcend language barriers and connect global production teams.
- **Creative Empowerment:** Offers creative professionals powerful tools to enhance storytelling and content creation, backed by advanced AI-generated insights.

Conclusion

The combined solution of eMAM and Twelve Labs allows organizations to efficiently find and use poorly organized or untagged media quickly and efficiently to convert vast unstructured media asset stores into useful resources.

About eMAM

The eMAM product line (eMAM Vault, eMAM Publish, eMAM Workgroup, eMAM Enterprise, eMAM SaaS Cloud Service, and eMAM PaaS Cloud Platform) meets the media asset management and workflow management needs of media, government, faith, and corporate organizations in local, hybrid, and cloud environments worldwide. The eMAM™ platform has been in continuous development since 2006. EMAM, Inc. is headquartered in the US and has channel and technology partners worldwide.

About Twelve Labs

Twelve Labs makes video instantly, intelligently searchable, and understandable. Twelve Labs' state-of-the-art video understanding technology enables the accurate and timely discovery of valuable moments within an organization's vast sea of videos so that users can do and learn more. Leading venture capitalists, technology companies, AI luminaries, and successful founders back the company. It is headquartered in San Francisco, with an APAC office in Seoul. Learn more at twelvelabs.io.