

How to index assets using AI engines?

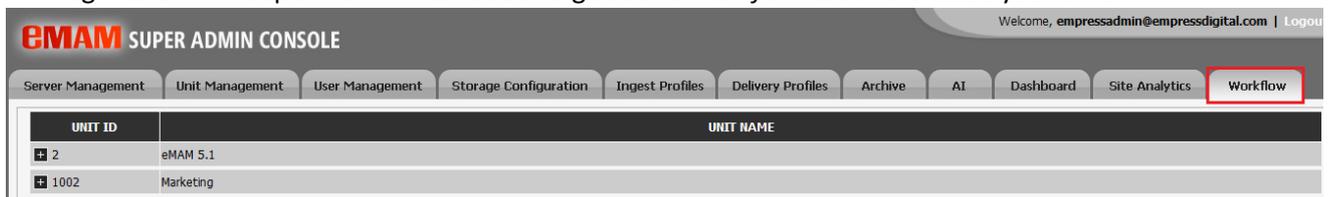
AI Indexing

Easily generate meaningful AI driven insights from your assets. These AI tagged assets can be used for meaningful searches which will help you make informed decisions. After your assets are successfully ingested to the eMAM system, AI engines (*Amazon Rekognition & Amazon Transcribe*) are automatically triggered to derive insights from the ingested assets and are tagged as metadata under the *Insights* and *Transcript* widget.

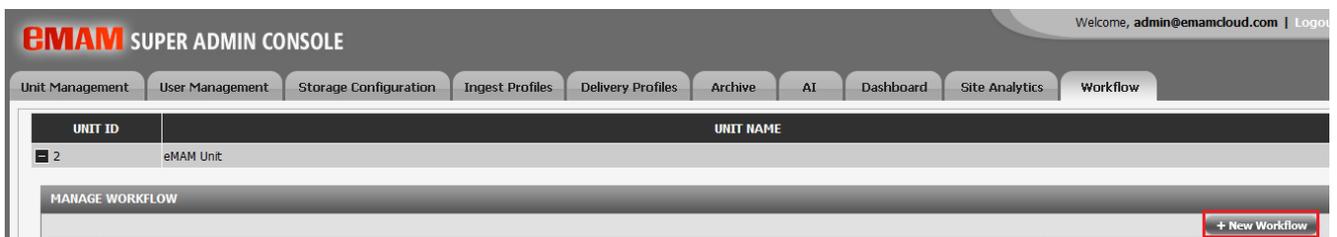
To use pre-configured AI services feature, select AI indexing workspace from the *Settings* window, in the eMAM Director interface. Assets can be indexed to AI engines Amazon Rekognition & Amazon Transcribe by creating auto or On demand AI workflows in the Super Admin interface.

To configure Amazon Rekognition & Amazon Transcribe as AI engines and create AI indexing workflows, follow the steps below:

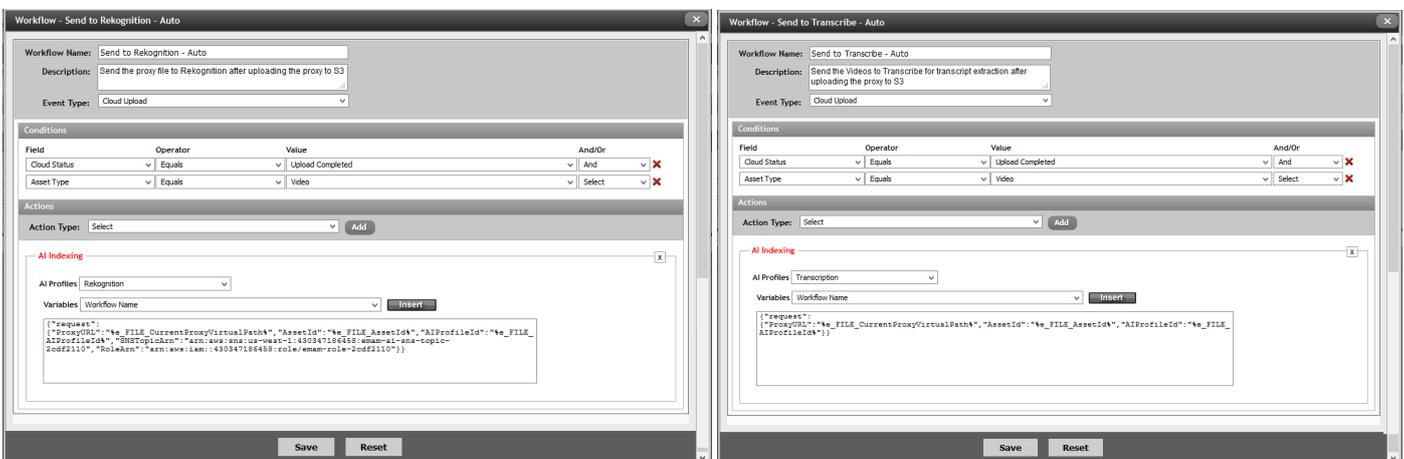
1. Login to eMAM Super Admin interface and go to the *Workflow* tab and choose your unit.



2. To create a new workflow, click on New Workflow.



3. You can create 2 type of AI workflows:
 - a. **Auto workflows:** e.g.: Workflow to send the proxy to Amazon Rekognition or Amazon Transcribe after proxy upload to S3.



Enter below details to create this auto workflows:

- Workflow name: Enter your workflow name.
- Description: Enter description of the workflow.

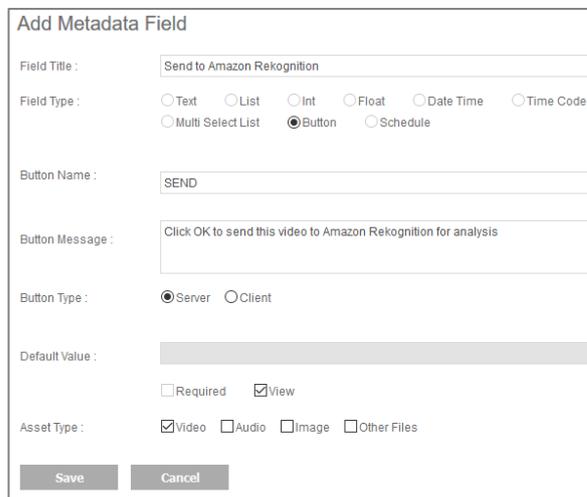
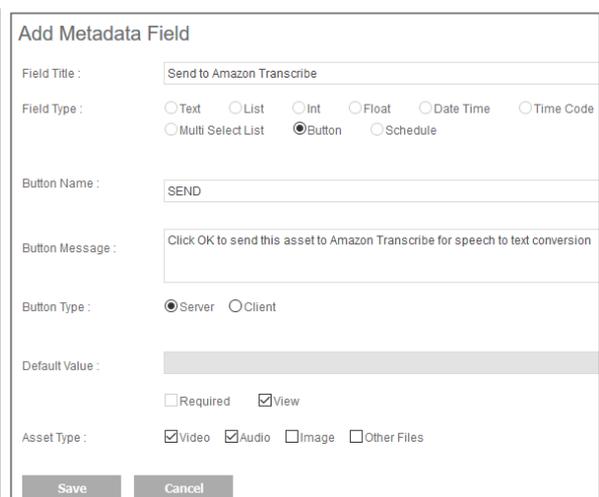
- Event Type: Choose *Cloud Upload*.
- Enter the condition details: Cloud status equals *Upload completed* and Asset type equals video
- Action Type: Choose *AI indexing*
- AI profiles: Select *Recognition or Transcription*
- Variables: Choose variables from the list and click on *Insert* button.
- Click on *Save*.
- Once asset is ingested, a proxy is sent to AI engines for indexing. After a while, insights and transcripts from the asset gets displayed under the Insights & Transcript widget respectively.

Similarly, multiple workflows can be created using different combinations of Event types, conditions and Action types.

b. **On demand or Button metadata workflows.** Similar to auto workflows, you can create on demand workflows using button metadata.

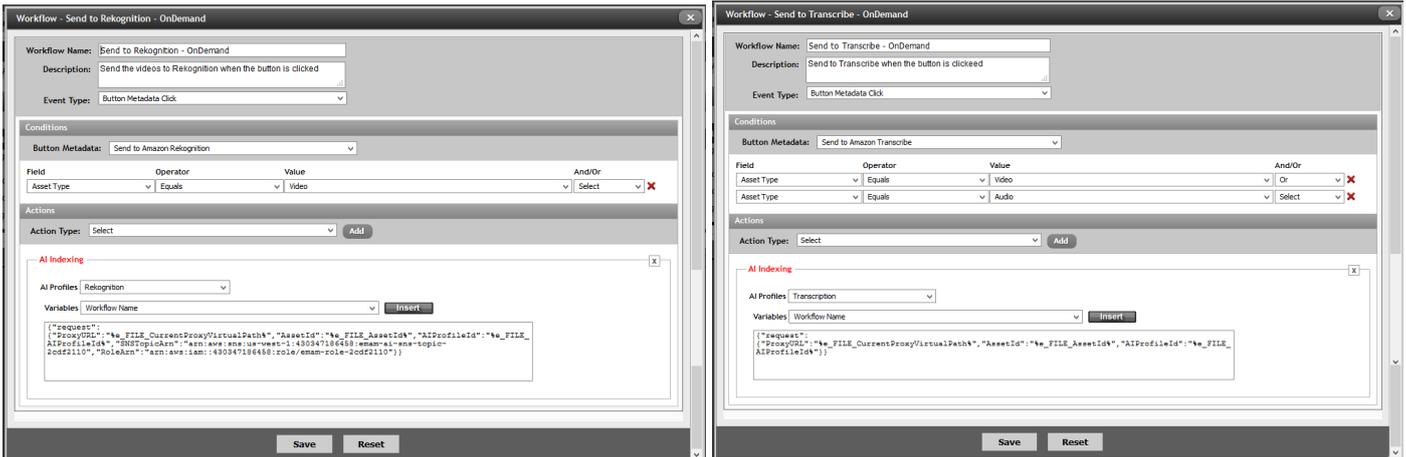
i. Create a button metadata: Login to eMAM Director interface and click on *Manage Metadata* under the *Admin Tools* widget. Create two different button metadata for *Amazon Rekognition & Amazon Transcribe* as shown below.

- Field title
- Field type: Select "*Button*".
- Button name: Enter button name.
- Button message: Enter button message.
- Button type: Choose "*Server*".
- Default value: Leave blank
- Asset Type: Enable *Video* and *Audio* checkboxes.

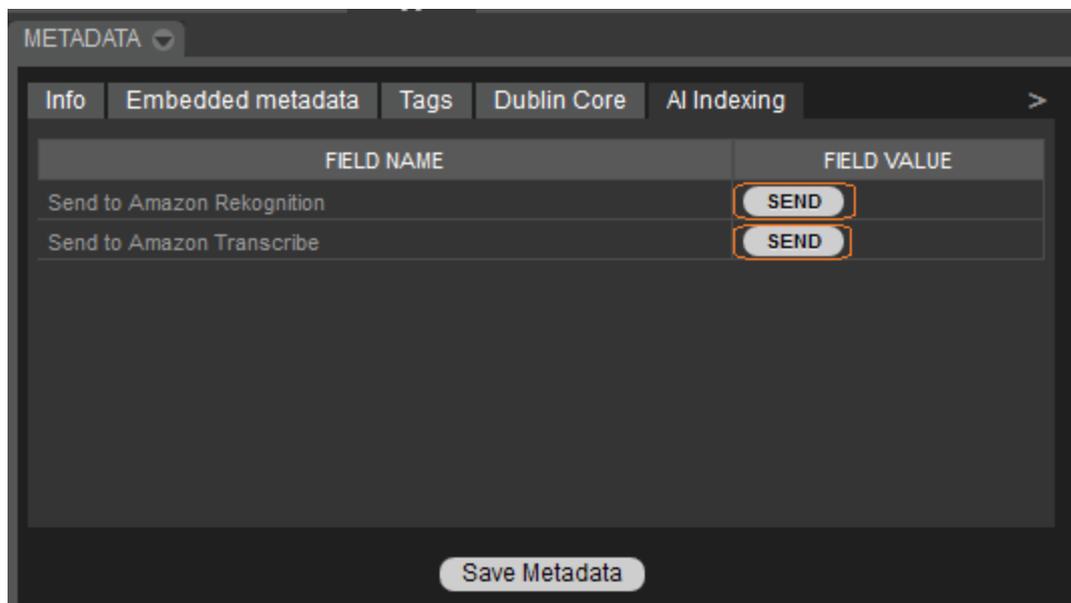



ii. Create workflow in the Super Admin interface. Enter below values to create button metadata for *Amazon Rekognition & Amazon Transcribe*.

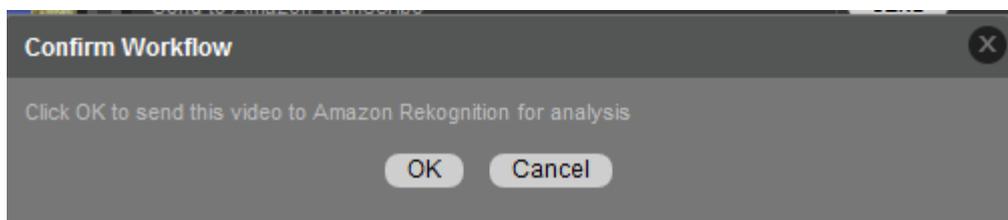
- Workflow name: Enter your workflow name.
- Description: Enter description of the workflow.
- Event Type: Choose *Button Metadata Click*.
- Enter the condition details: Choose Asset type equals video and audio.
- Action Type: Choose *AI indexing*
- AI profiles: Select *Recognition or Transcription*
- Variables: Choose variables from the list and click on *Insert* button.
- Click on *Save*.



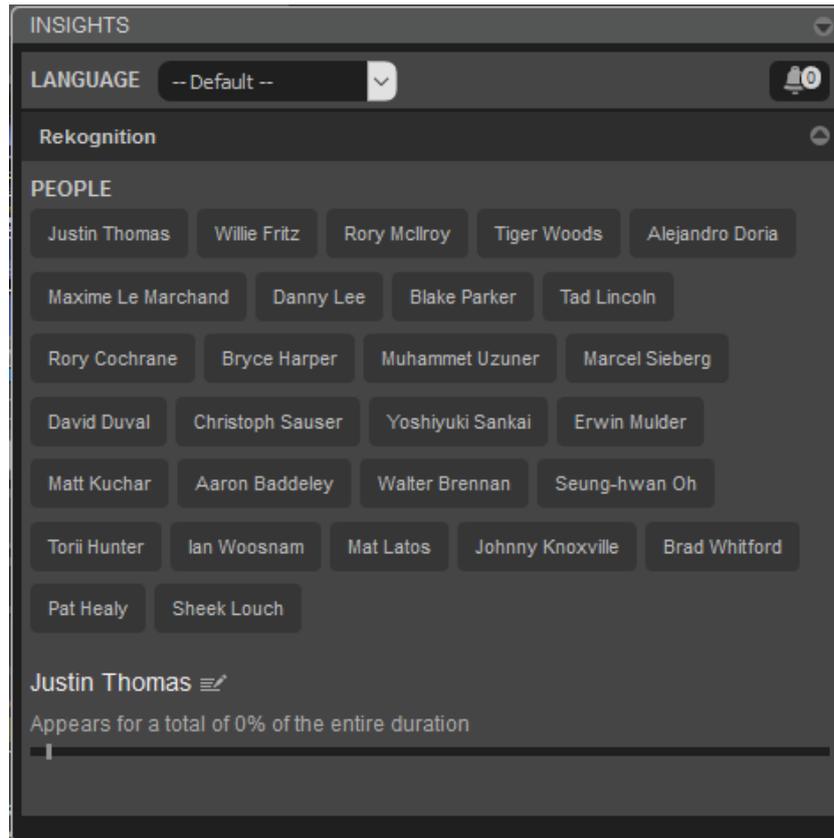
- iii. Go to eMAM Director interface and click on the asset which needs to be indexed.
- iv. In the Metadata widget, under the AI metadata group tab, click on the *Send* button to send the asset to Amazon Rekognition & Amazon Transcribe AI engines.



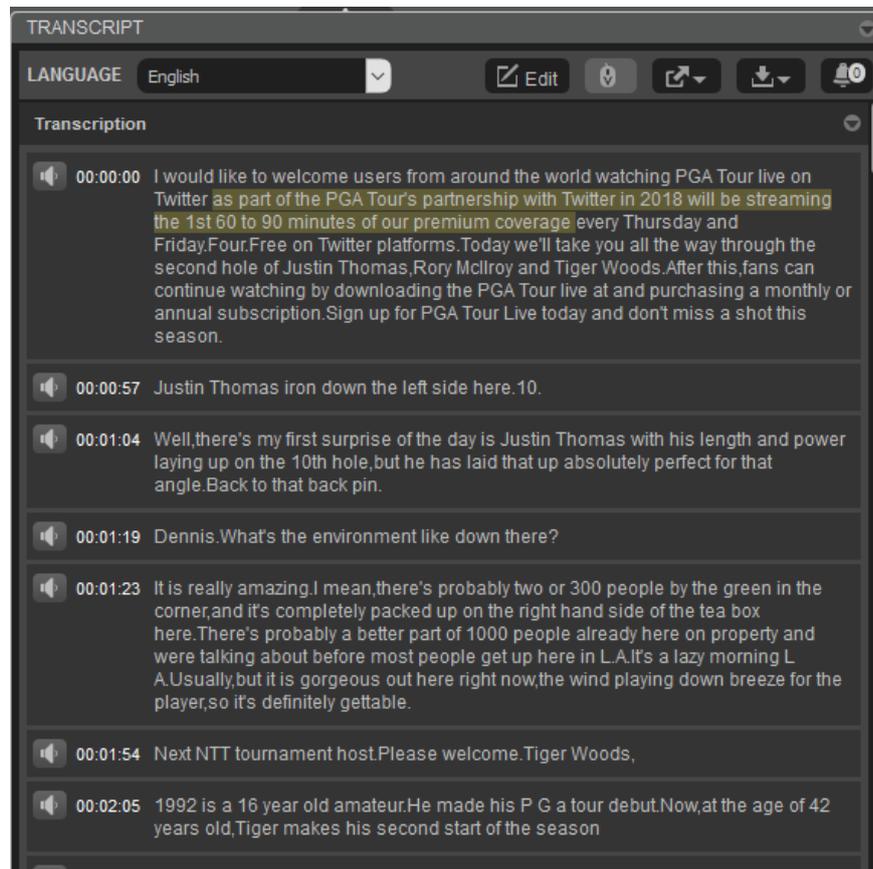
- v. A confirmation message pops up to confirm the operation. Click Ok.



- vi. After a while, insights extracted from the video or audio assets are displayed under the Insights and Transcript widget.
 - o **Insights widget:** Under the Insights widget, insights from the video and image assets such as people, objects, brands, landmarks, emotions are automatically detected and tagged with an option to edit them. Users can click on the tagged faces, keywords, annotations etc. which would automatically point to the corresponding frame in the video player.



- **Transcript widget:** The Transcript widget displays the transcribes extracted from the audio/video asset. Words spoken in the video/audio assets are indexed and tagged as texts (*speech-to-text*) and the texts/subtitles (*Visual Text Recognition/OCR*) displayed in the video are also detected and tagged using AI engines capabilities.



Need Help

Please contact eMAM Support at support@emamcloud.com