DEXTRO

Dextro is a machine learning service that makes videos searchable, discoverable, and actionable.

Core Features - Objects & Scenes

Dextro allows you to understand what is in a video. Our algorithms detect visual concepts, such as objects & scenes.

CLOUDS

PANORAMIC VIEW

MOUNTAINS

FORESTS

Scene Detection
NATURE

Core Features - Actions

Dextro analyzes how objects move and interact and identifies actions that occur within the video itself.

ARREST

HANDCUFFING

Core Features – Timelines & Thumbnails

Know at what point in time something was visually present or said. Dextro also generates a representative thumbnail for each concept to facilitate discovery.

Visual - Basketball Stadium

Audio – Steph Curry

The need for a customer first approach

Classical View & Approach (6-8 week process)
1. define taxonomy
2. collect data
3. train and tune model.

Assumes stationary set like number recognition.

In reality

Video is extremely dynamic – baseline distribution of content as well as user needs change quickly; thus requirements are in constant flux.
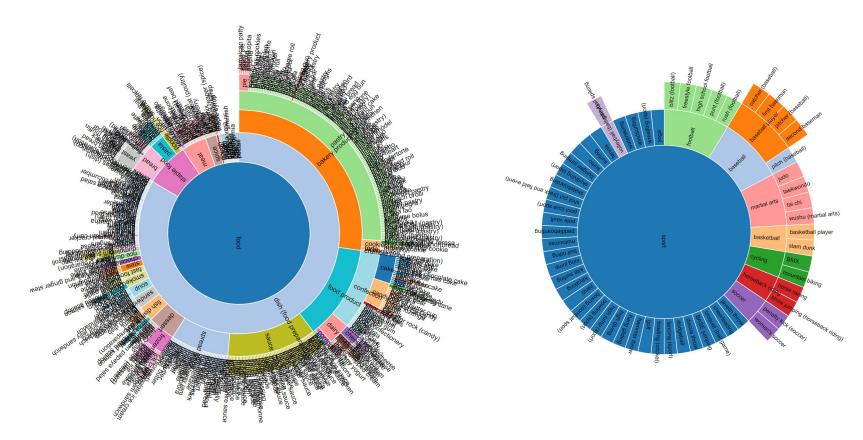
With **ever changing topics of interest**, we always need new concepts quickly, and previous concepts will change and drift.

Structured metadata plays a critical role

- We had a list of tags
- It grew and got out of control
- We needed more structure, control and coherence
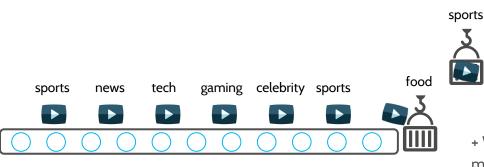- Central to data integration

The ontology brings more than that...

Dextro Visual Ontology

Case Study

Used IPTC topics to build a video categorization model for a major Media company

+ We trained a video categorization model using IPTC topics for a major Media company
+ We trained and optimized the model using the client's videos

+ **Outcome:** every video that the Media company produces is automatically tagged with an IPTC topic. Better video search and more lucrative syndication.

Thanks!