





Meet your Content Recognition Assistant

Intelligent AI Platform for automated recognition of defined images and sounds as well as objects and events in a TV stream.



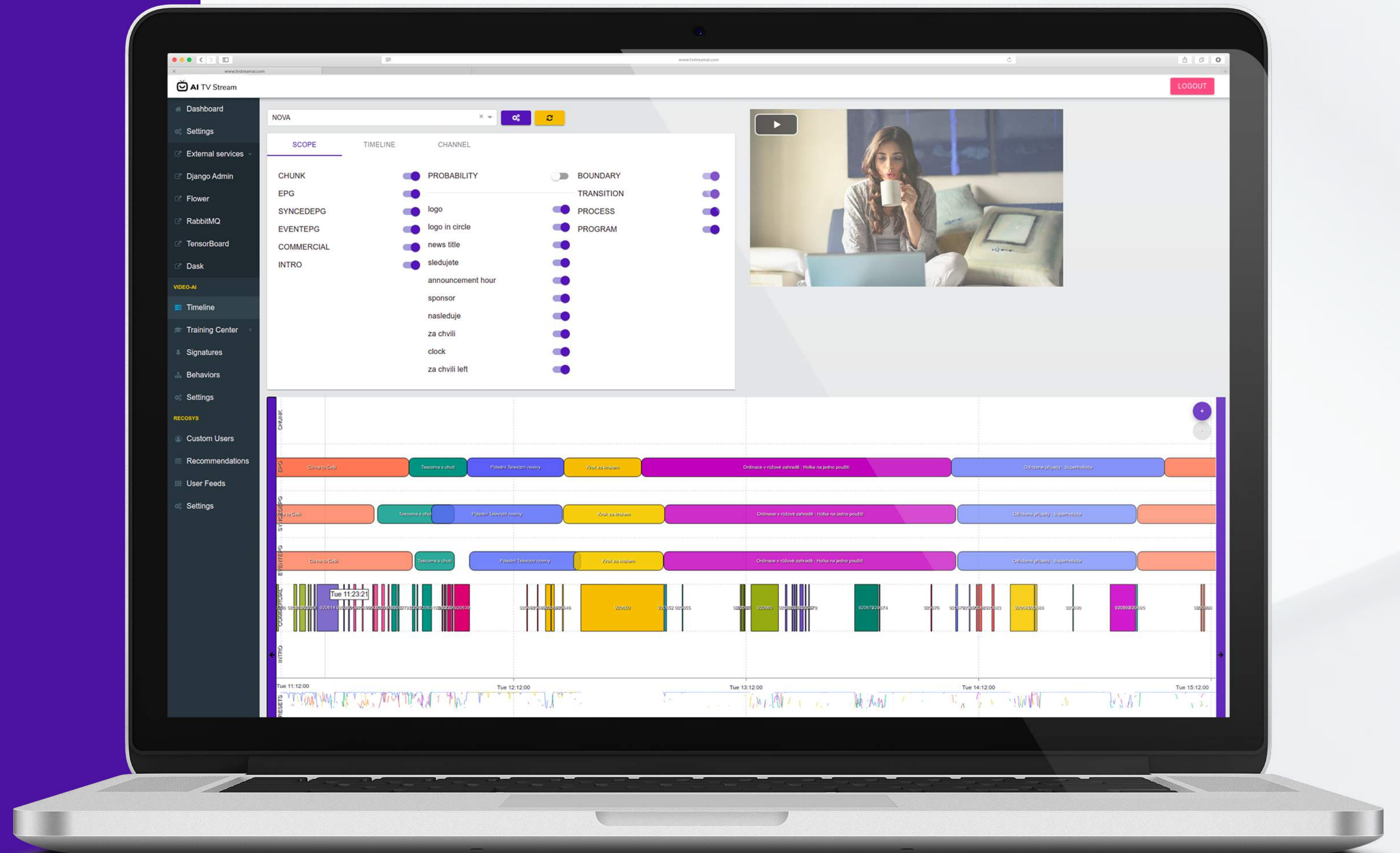
About the system

Content Recognition Assistant is a system that enables identification and multifaceted use of information on different stages of TV stream lifecycle by companies that have direct influence on the processing of digital content.

It enables to detect such elements as:

- logo and other characteristic images/objects
- images of personas,
- characteristic elements of video and sound,
- change of color and display ratio.

Simultaneous analysis of the above data enables, among other things, the precise setting of the real technical broadcast time of TV content against EPG (Electronic Program Guide) data. This solution makes the system stand out from the competition.



Which industries can benefit from our offer?



Interactive TV



Television
recorder suppliers



Marketing companies

Interactive TV

Content Recognition Assistant enables interactive TV providers to recommend certain content to end users, based on how much time they spend watching it.

The Assistant allows interactive TV audience members to define favorite programs, actors or specific content and then detect them in real time in the TV stream.

This is a personalized TV type solution, “tailored” for a specific user, in addition enabling communication between the direct end user and the content broadcaster.





Television recorder suppliers

The platform may be also used by the television recorder suppliers to store the recorded content, without any advertisements or other irrelevant material.

EPG (Electronic Program Guide) does not define the real starting and finishing time of programs/movies because their content includes advertisements. The Assistant enables a precise schedule of content broadcast, what allows precise planning of recording time without an unnecessary margin. This minimizes the loss of data by the end user in case a program is rescheduled and the solution supplier benefits from saving disk space even up to 40%.

The tool gives wide possibilities of managing the stored content, for example exchanging advertisements with other content or blocking fast forwarding of ads, etc.



Marketing companies

Content Recognition Assistant may serve marketing companies, PR companies as media houses as a tool to identify any element such as a product/object, logo, specific person, part of a recording, sound, etc. in TV content and to create statistics based on the obtained data.

Providers of advertising content can use the system to present personalized advertising spots and to assess their effectiveness. System functionalities also allow advertisement providers to block the ability to fast forward the ads.





About us

In 1996 OKE was established in association with international partners to improve and create user friendly IT solutions. Those who have had the chance to learn more about our company know that in addition to being specialised in creating software for TV platforms, OKE also develops its own projects in R&D. We have been working on innovative ideas since 2010, when we received funding from the European Union for the first time.

We are aware of the major role played by research and development activities - both for society and technological progress, but also for employees who have the opportunity to face professional challenges and pair their work with passion.



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