VidiNet Partner Solution Sheet

Taking video understanding AI to the next level

TwelveLabs & Vidispine

vidispine

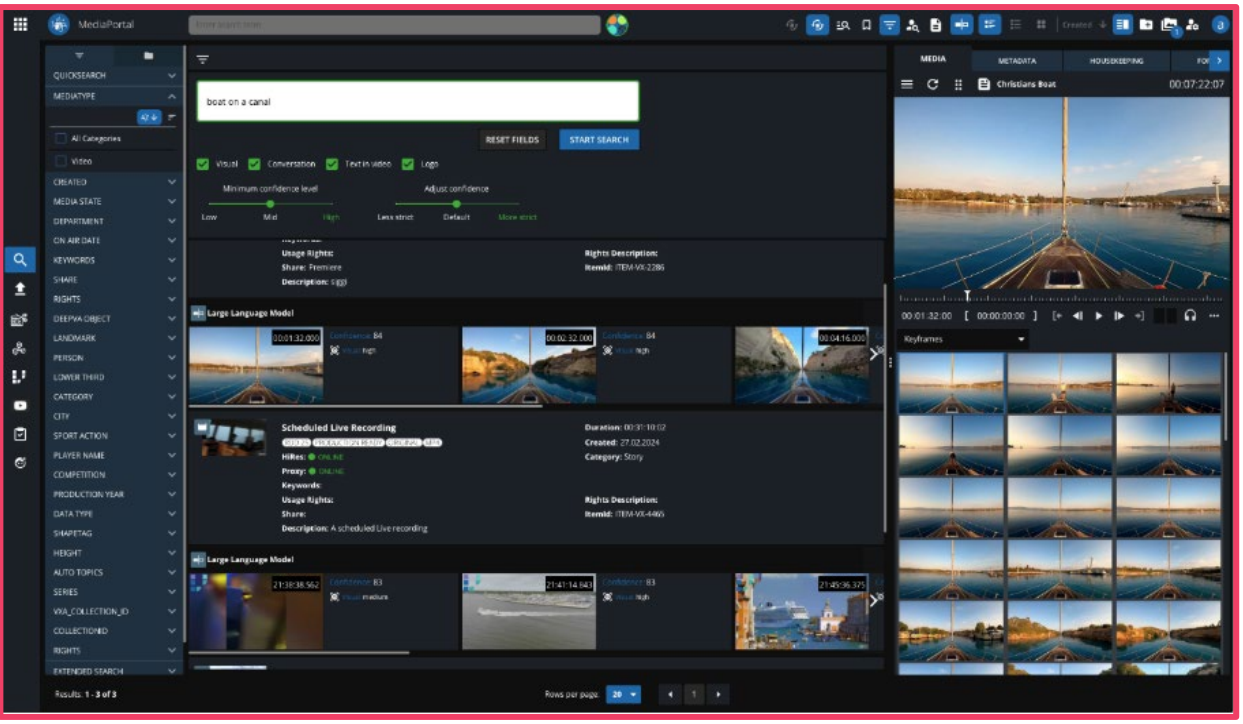
What it's all about

When TwelveLabs and Vidispine 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, enabling easier navigation through video content and uncovering previously undetectable elements such as specific moves or player conversations, 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 can help a variety of customers from a wide range of sectors across the board to improve and speed up working methods.

TwelveLabs uses multimodal video-language foundation models to capture the full semantic and contextual content of video. The captured semantic and contextual content is stored in vector representations called embeddings which enable human-level understanding of the video. The integration between products of the media service platform VidiNet and TwelveLabs presents a solution where manual logging and metadata generation become obsolete. Integrating TwelveLabs' 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 merge 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.

Benefits

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

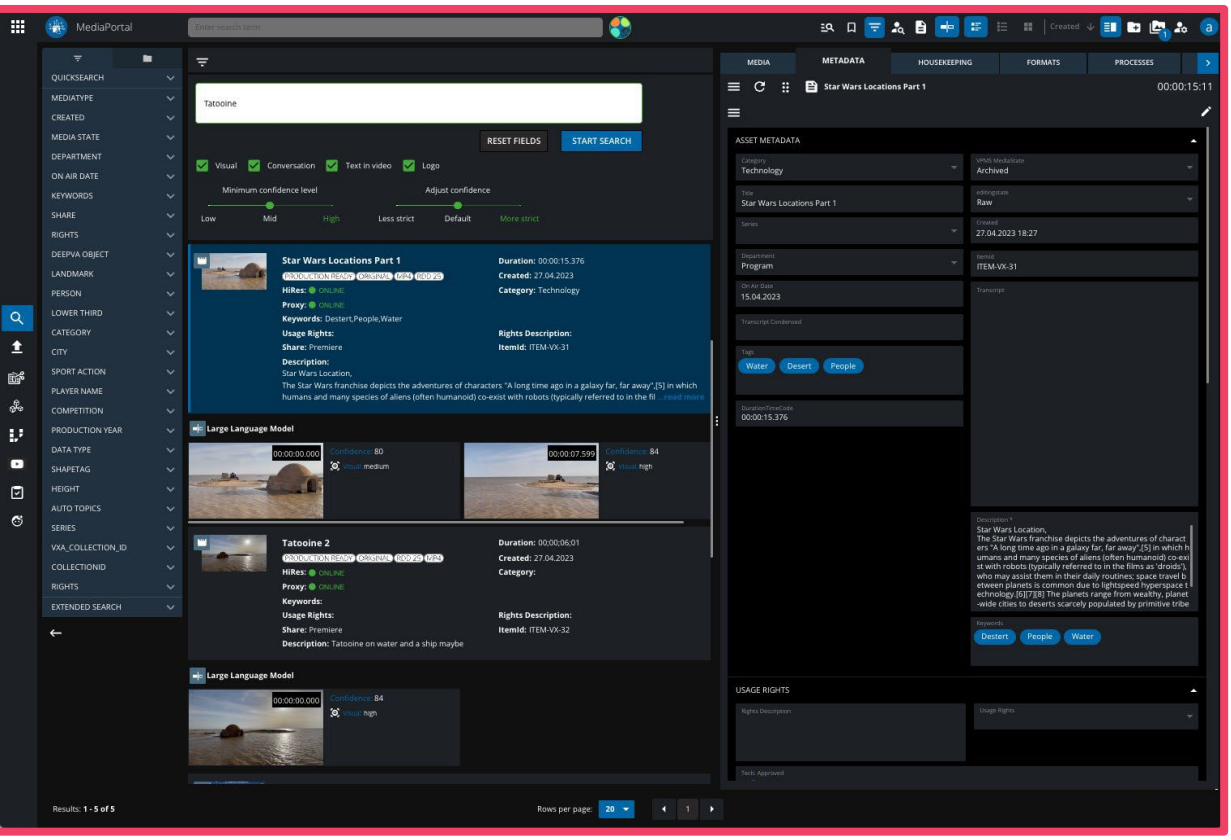


Key features

- Natural language query capabilities for users
- Combine search with indexed Vidispine metadata

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 TwelveLabs API
- TwelveLabs video-language foundation models create and store embeddings
- VidiCore stores TwelveLabs Video ID and Twelve Labs index ID on item
- MediaPortal provides a TwelveLabs search dialog
- User can search in TwelveLabs using natural language and combine search with MediaPortal search/filter options
- MediaPortal performs API call to TwelveLabs
- MediaPortal gets back TwelveLabs ID and matches the ID with the VidiCore ID
- MediaPortal displays search results as events/time-based metadata below the item



Contact

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- **About TwelveLabs**
  Contact: Soyoung Lee, Co-Founder, soyoung@twelvelabs.io
  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. TwelveLabs 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.