CLOUD-BASED MULTIMEDIA PROCESSING AND OBJECT RECOGNITION

Multimedia processing and object recognition allow you to vet the multimedia archives faster and sort the images by topic, person, or context. Multimedia processing and object recognition applications can be used in fields where visual evidence and material are essential elements, such as media, journalism, business intelligence, criminal investigations, and public safety applications. Nowadays, the quality of a media organization's reporting and its influence depend on more factors than objectivity, accuracy, or quality of research. Nowadays, there is one key element that accentuates all or renders them vain; SPEED.

Although internet is a great aid for the media professionals of today, vetting and choosing the most relevant and useful pieces from the thousands of results returned in miliseconds is still a time-consuming task. Building your content upon your own work by retrospectively researching your organization's archives is an alternative, yet with weak sorting and classification algorithms it becomes an excruciating chore that takes hours. To top it all, your effort might mean nothing at the end of the day, whether you be the one who got the first cue or with the neatest piece if your piece is not out on time.We live in a time of convenience and people have little time to search for the best, so they will probably stick to what they see or hear first. Moreover, this is not peculiar to the media sector; a company's reputation and recognizability, its business reach, the success of a business move, or the success of customer care services; the effectiveness of measures against criminals, and the effectiveness of law enforcement all depend on speed. In a world where companies move from a customer-centered approach to a customer-obsessed approach to stay alive, your customers will not wait for long to have their problems solved, or before moving to another company.

Multimedia processing and object recognition can be used accross sectors such as media, public safety, service sector, and public relations to expedite the operations, to easily gather curated and valuable statistics, and invoking trust in the customers. The organizations that keep visual records of the problems their customers encounter, can use these archives as sources of reference and cumulative knowledge. A tailored and tagged archive will help the customer representatives to detect the problem via tunning the visual record of the problem against the ones kept in the archive. A multimedia based archive system also allows ompanies to gather insightful statistics about the popularity of a certain product, and the number of problems reported about the product. That way, whether a pancel of products come out of the line deformed, particular strengths and weaknesses of a certain model, and the optimal upgrades and changes can be detected.

Object localization, as a sub-discipline of object recognition, may allow companies to measure the effectiveness of an ad campaign, and classify the reception of their latest product as positive or negative.
Media organizations that use multimedia processing tools to design, classify or tag their archives may use their cumulative knowledge in the creation process of later projects and pieces, and thus create sustainable, contnuous, and coherent narratives without the need for going over the same literature or materials over and over. Thanks to multimedia processing and object recognition, social media platforms that allows users to produce or publish content can filter the content published on their websites in accordance with age or topic restrictions. That way, content demonstrating or praising violence or promoting inappropriate material can be detected and necessary measures can be applied on time.

Multimedia processing allows the law enforcement officials to vet the CCTV archives fastly and classifies all the footage in which a suspect, a victim, a fugitive, or a missing person is seen.
This allows the route the subject took to be determined in a short period of time and aids the law enforcement personnel in their searches. Thanks to the tagging feature, all the footage where the subject wears the same clothes, has the same additive such as a certain hat, or has a beard can be tagged enabling the law enforcement officials to reconstruct the course of events by referring to the changes occuring in the environment or the subject's appearance and create a chronology of events. Thanks to multimedia processing and object recognition, social media platforms that allows users to produce or publish content can filter the content published on their websites in accordance with age or topic restrictions. That way, content demonstrating or praising violence or promoting inappropriate material can be detected and necessary measures can be applied on time.

In short, multimedia processing and object recognition are concepts that promise efficiency in both public and private sector operations and Improve the quality of life and services.
Being aware of the field's promises, Papilon added the Cloud Based Multimedia Processing and Object Recognition System to its solutions that aim to improve social welfare.
Papilon's Cloud-Based Multimedia Processing system allows enterprises and public organizations to produce coherent and continuous narratives, and puts an end to delays and postponements because of recurrent research or lack of supporting material.

The image, video, and test archives are matched and categorized with the superior matching algorithm of the Papilon system. When the matching or similar content is detected the first time, the system asks the operator tag the matches with a descriptive statement such as Albert Einstein, child, yellow, park, or resistor problem for semantic and meaningful grouping. Since the system is based upon machine learning, it improves and learns with each tag assigned to a certain element. The system offers complexer and better characterization if the operator uses multiple tags for one archive item such as, Washington, spring, Obama, or child, laughing, girl, or Ankara, president, Kofi Annan etc. The system's recognition, correlation, and 'naming' capabilities improve with each tag, and when a new item entered the system, the system recognizes the familiar elements within the item with no need for re-tagging.

The system aids organizations in efficiency measurement, sector-popularity and attention measurement, success measurement, and narrative-building and ensures that decision shaping data and signals are not missed while an enterprise pursues a a single focus or tackles with a narrower problem. It increases your organizational awareness and contributes to your identity-consruction. Thus, it puts you ahead of your rivals by turning your organization into a self-conscious and single agent with all of its components.

The potential uses of our system in public safety and law enforcement procedures for which Papilon is invested to create groundbreaking solutions since day one, allows the officials to vet thousands of hours of CCTV footage in a short amount of time and helps justice to be served. It also allows valuable data to be collected and categorized for use in public administration, urban planning, traffic control and safety, public safety, and policymaking procedures. It brings the speed and power of technology into suspect and missing person tracking.
Thanks to context, action, and speech analysis, the time you devote to going through the vetted material to find the most fitting or relevant results will decrease greatly, and you will be able to focus on creative processes rather than laborious tasks such as manual filtering or recurrent searches. The deep learning-based algorithm of the system will learn as you use it and in time, will be able to bring the most relevant results to highly specific searches such as Tony Blair in Ankara meeting the Turkish prime minister or color distortion of all X products produced in 2004, or reactions of 9-14 year-olds to our latest ad. This means that Papilon offers you a solution that can think and act like you. It associates the material in a away that mimics your work and principles. Papilon's Cloug-Based Multimedia Processing and Object Recognition system curates content and records to enable the users find what they need in the shortest amount of time and realize patternsi similarities, and correlations that were previously unknown to them. For that, it is not only an organization tool but also an analysis aide and a medium for organizational learning. With our system, you may see which expressions are centric to a politician's discourse or how much such expressions play a role in civil decisionmaking, how prevalent an act is in the society, and what percentage of your users react to your products in a certain way.

To explore the regularities and patterns buried under the speed, craze, and the hustle and bustle of our century, is possible only through data.

PAPILON'S CLOUD-BASED MULTIMEDIA PROCESSING SYSTEM SAVES YOU GREAT EFFORT AND TIME IN THIS REALIZATION AND ENABLES YOU TO TURN WHAT YOU HAVE LEARNED INTO EFFECTIVE ACTION.