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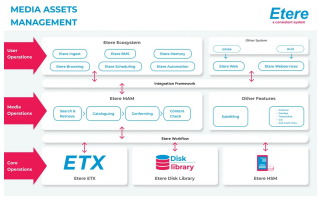
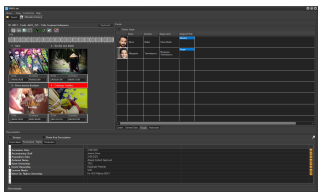
Etere MAM Enhances Automatic Metadata Tagging

Metadata is essential to find the video you need, especially in the newsroom. Etere facilitates different types of automatic metadata tagging including Face Recognition, Speech-to-text and OCR in video images.



Media Asset Management

Keyboard Screen Metadata



Screen Metadata

Etere Web Multiplatform

Etere allows different automatic metadata tagging, including,

■ **Face recognition**
Etere Ecosystem integrates next-generation AI technology into its **Media Asset Management (MAM)** solution and expands its search parameters to include facial recognition. Using image recognition, Etere analyzes individual scenes in the media library and produces a list of matches in seconds. The advanced facial recognition technology works even for media files with low lighting and obscure angles.

■ **Speech-to-text**
Etere Subtitles Tool for Closed Captions supports Google Cloud Speech-to-Text, which includes support for up to 120 languages, with each language specified within a recognition request's language code parameters.

Each language code parameter includes a BCP-47 identifier tag that identifies the language and region/country of the language. With the upgrade, operators can instantly convert audio to closed caption text to support a global audience base. Etere can support voice-to-text commands, real-time streaming and the processing of voice commands/audio transcription from call centres. In addition, Etere is also able to process pre-recorded audio using Google's machine-learning technology.

■ **OCR in video images**
Optical Character Recognition (OCR) technology recognizes text within a digital image. It is commonly used to identify text in scanned documents and photos. With OCR technology integration, users of Etere can convert a physical paper document or an image into an accessible electronic version with text.

Contact us for a personalized consultation to explore how Etere AI technology can enhance your operational efficiencies.

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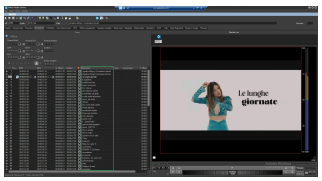
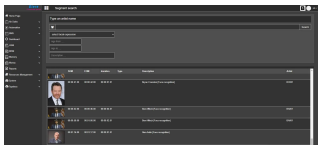
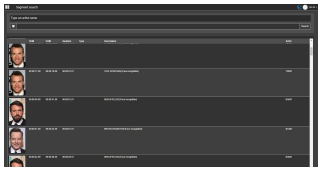


OCR



Search by Artist Face Recognition



Segment Results

About Etere

Since its beginnings in 1987, Etere has been preparing users for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility, and reliability. The revolutionary concept of the Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows customizable architecture to fit perfectly in any system.

Etere delivers on its service excellence commitment with 24/7 worldwide support and inclusive software updates. Etere digital technologies and market-proven remote/on-site services, such as consultancy, training, installation, and demonstrations, are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit **www.etere.com**

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