Brochure

Image Analytics

LTIMindtree Mediacube's Image Analytics solution is an intelligent way of identifying brands and objects from a media frame or video and making them accessible for further monetization avenues. This is an AI/ML-based image processing solution to enhance brand identification and recognition, advertising boost merchandising efforts, and accelerate the search.

The Why (what is shaping our solution)

Images have taken over social media. Whether it's a meme, photo, selfie, or a link to an article - our social feeds are increasingly filled with more images and less text. Did you know:

- The human brain processes image 60,000 times faster than text.
- Posts that include images produce 650% higher engagement than text-only posts.
- 3.2 billion images are shared every day.

These stats above should explain why images are popular, engaging and can communicate a product, service, or brand instantly. Additionally, images give depth, context, and description to a story, which makes it far more immersive than text.

In the past, it was all about mentions of your brand and products in social media posts - Text-based and/or direct tags of your brand. But this method means you're missing much more than you think. What about the posts that do not have any text? Just an image.

Without image analytics, brands are missing out on a huge chunk of the social conversations about their brand, products, customers, and competitors. Image analysis will find all instances of Image-based User-Generated Content (UGC), including visual listening in social media analysis, which means customers can identify images that include their logos and products.

Market Needs:

- AI/ML-driven image analytics to boost retail execution, merchandising, and advertising.
- Analytics-driven social conversations with end consumers - on brand, products, customers, and competitors.
- Availability of an Image Analytics solution that can instantly analyze and recognize products in the images.

The What (what is the opportunity we see and are solving for)

Most companies aim to gain specific insights to reach individual goals with an image analytics solution, which requires advanced, and more optimized software. A custom solution is likely to be more accurate and can address unusual or extremely particular use cases. And, this is exactly creating the right opportunity for LTIMindtree Image Analytics. This AI solution instantly recognizes objects, persons, brands in all sorts of images, which help in classifying and organizing them for various statistical operations, gauging brand penetration, reach, and popularity.

Also, this solution lets our clients discover purchase trends, measure future demand, and reasonably manage their resources with the inventory forecasting feature. We can create and deploy a specific predictive model which enables our clients and end customers to function more efficiently with their content.

The How (what is our solution for this opportunity)

The LTIMindtree Image Analytics solution lets your photos and videos talk, with the capability of real-time image analytics with excellent accuracy. We leverage AI to help our clients boost their retail execution and merchandising by providing deep object search and accelerated trend analysis. Our solution incorporates breakthrough AI algorithms that can instantly analyze and recognize millions of product and items based on shelf pictures from any source, and are capable of various functionalities, like - image recognition, classification, data labeling, pattern recognition, and many more. To train your AI model, images are collected and classified in a dataset. LTIMindtree's image analytics AI software has a customized ML model designed to enhance in-time based on a data feedback loop. The ML flow is based on newly-generated image data and feedback for the current model performance. The AI in LTIMindtree Image Analytics is customized to recognize objects, people, faces, sentiments, etc., and works systematically to ensure the accuracy of results and predict the right analysis.

As an example, a client asked us to ingest a photo collection and detect a male or female model holding a designer bag, and other objects embedded in the photos. We detected designer bags (Gucci, LV, Channel, etc.), shoes, tee-shirts, dresses,

and other type of brand fashion apparel. The benefit to the client's production department is that it optimized their efficiency in figuring out what they want to discover by doing a tedious text search.

Our Approach:

LTIMindtree Image Analytics is based upon an object, caption, celebrity, and gender recognition detection using perceptual similarity and ML in video or photos. It can work within a client's Media Assets Management, or as an external application, which can be accessed across the content supply chain, or within a suite of LTIMindtree Intelligent Content Products, offering many other detections and content validation options.

The detection platform is cloud-native and can be placed in the cloud, where the content provider stores their content to keep ingress/egress charges low.

Key Features:

- Image recognition for detection of a bag, backpack, and/or fashion objects.
- Brand/logo detection.
- Image descriptions/caption generation.
- Image classification on gender.

The Who (Who are our target customers)

Organizations with proprietary rights of large content repositories, more specifically multimedia conglomerates, namely -

- Publishers.
- Content providers.
- Information services providers.
- New media providers – Social media.

- Consumer brands and merchandizing companies.
- E-commerce.
- Streaming services providers.

![LTIMindtree logo] **LTIMindtree** | **mediacube**

The Key Outcomes (What benefits we will bring to the table)

- Content segregation and identification.
- Brand reach and recognition assessment.
- Identify current consumer trends.
- Smarter online merchandising.
- Brand reputation protection.
- Measure the value of sponsorships.

- Protection from trademark abuse.
- Find and monitor brands carried by A-listers.
- Gain business insight, on where and how brands have been used by consumers.
- Help capitalize on brands used in UGC.
- Enhance footfall experience, by further integrating to measures such as minutes spent in-store, visit frequency, first-timers, etc.

Why LTIMindtree (what is our USP and winning card over competition)

- Adapts deep analysis to detect objects, simplifying media content search and filtering using non-text-based ML search.
- LTIMindtree provides continuous machine learning and mature models, to adapt and classify the types of objects in the search.
- We are the only company that provides deep inspection based upon known industry metrics and can customize/adapt to client/customer-specific metrics.