

Programme: IST FP6-506898 "Semantic-based knowledge management systems"

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Coordinator: Joanneum Research
Forschungsgesellschaft mbH (A)

Partners:

Nielsen Media Research (I)
Softeco Sismat (I)
Idioma Ltd (IL)
HS- Art Digital Service GmbH (A)
Fraunhofer IGD (D)
DFKI Deutsches Forschungszentrum für Künstliche Intelligenz (D)
Promitheas Business Innovation Centre (CY)

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<http://www.research.softeco.it/direct-info.aspx>

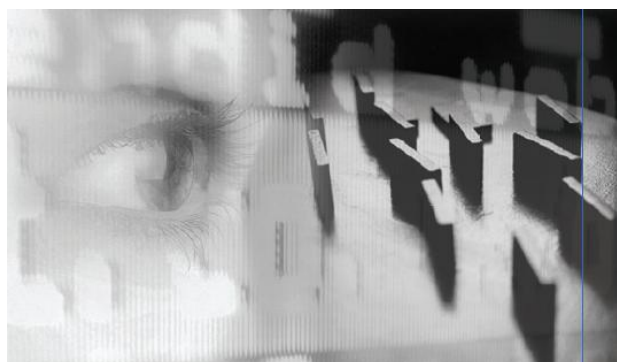
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VISION & INNOVATION

Our vision is to create a basic system for semi-automatic extraction of consistent and meaningful semantic information from multimedia content.

The outstanding ideas of DIRECT-INFO are as follows:



1. Ability to monitor and analyze audio, image, video and audio-visual information across media channels including radio, TV and the Internet;
2. Applicability to numerous industries (also beyond the media-information market);
3. Non-intrusive solution allowing instant capture of information;
4. Access to information integrated across channels and markets;
5. Comprehensive end-user access to global information.

DIRECT-INFO's innovation is in the areas of:

- Semantic correlation & fusion of multi-modal content analysis
- Identification of semantic objects within A/V content
- Multi-modal event modelling for videos
- Video segmentation.

PROJECT OBJECTIVES

DIRECT-INFO aims to create a basic system for semi-automatic extraction of consistent and meaningful semantic information from multimedia content. We offer an integrated system combining the output of basic media analysis modules to semantically meaningful trend analysis results which shall give executive managers and policy makers a solid basis for their strategic decisions.

The result of the project will be a flexible system which can be easy re-configured according to user needs. DIRECT-INFO will comprise several components for analysing of multimedia data taking advantage of combining complementary analysis results of different modalities to semantically meaningful entities.

TARGET MARKET

DIRECT-INFO aims to offer cost reducing and efficiency enhancing solutions by automating the media monitoring process currently performed mostly manually. The distinct impact of DIRECT-INFO will be an overall increase in competitiveness due to the rapid access to relevant information with minimal background 'noise' and interference - or in other words a drastic reduction of information overload.

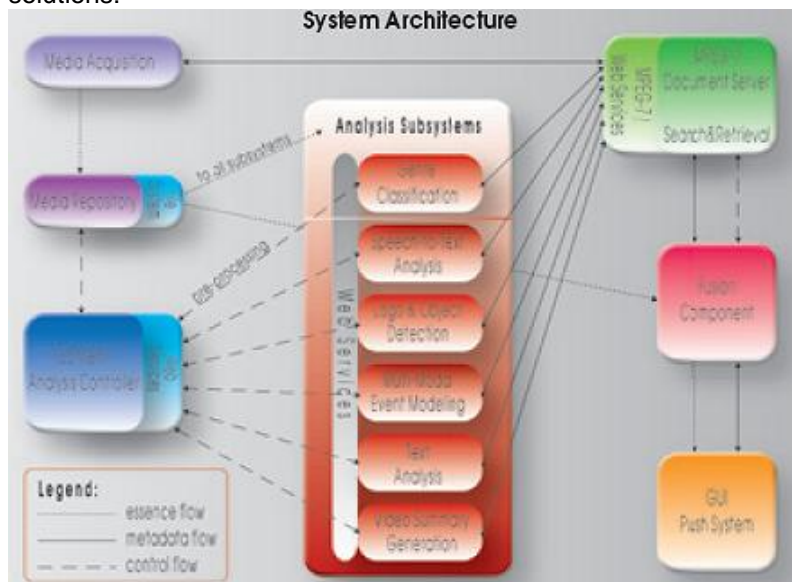
Primarily targeted end-users:

Media Information Firms. Media information firms, active in the advertising, news and music information markets, that capture, monitor, archive, and analyze media information to serve clients' needs

The system will provide:

- Enhanced productivity - fewer operators are required per monitored channel;
- Greater information accuracy;
- Shorter time-to-information;
- Re-purposing of information and content;
- Creation of new business opportunities.

Even though not primarily addressed also the following sectors will benefit from the DIRECT-INFO solutions:



Financial Sector

Financial PR organizations constantly seek to enhance their access to financial intelligence in order to stay one-step ahead of the market and enhance the value of their service. For equity, foreign exchange and futures trading rooms the delivery of relevant information, derived through continuous monitoring of broadcast content, can provide the competitive edge that can make the difference between loss and profitability.

Investment bankers must have complete access to information that can help them identify/recommend suitable targets, assess risk and determine other challenges or competitive threats.

Government Sector.

The needs of this sector range from the monitoring and analysis of broadcast content for PR and compliance purposes for government and parliaments, all the way through to military intelligence garnered from public sources.

The DIRECT-INFO solution can offer the following added value:

- Increase the number of monitored information source

DIRECT-INFO will allow amalgamation of content from various multimedia sources of relative events, and will provide true value to the above sectors.