



ASC27

# תעודת

COGNITIVE TASKS

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## **COGNITIVE TASKS**

HEREINAFTER A LIST OF  
COGNITIVE TASKS THAT  
COULD BE FACED WITH THE  
DENC PLATFORM, WITH A  
SHORT DESCRIPTION.

## TAIL TITLES



## SCENE

## SCENE

## SCENE

## SUMMARY



## SCENE DISSECTOR

THE COMPONENT IS ABLE TO IDENTIFY A SHOT-CHANGE IN SCENES. THE OUTPUT OF THE SCENE DISSECTOR COMPONENT WILL BE USED BY THE DENC PLATFORM TO GROUP THE OTHER EXTRACTED FEATURES IN SCENES AND TO IDENTIFY IF A SPECIFIC SCENE COULD BE BINGED OR NOT (TAIL TITLES, SUMMARIES, ETC).

# BINGE RECOGNITION

THE COMPONENT IS ABLE TO IDENTIFY IF A SPECIFIC SCENE  
COULD BE BINGED OR NOT.





## ACTORS RECOGNITION

USING AN EXISTENT DATASET (EG:IMDB), THE COMPONENT IS ABLE TO IDENTIFY AN ACTOR AMONG THE CONTENT, WHENEVER HE APPEARS IN THE TIMELINE.

## LOGO/BRANDS DETECTION

THE COMPONENT IS ABLE TO IDENTIFY IF A LOGO/BRAND APPEARS IN THE SCENES AND IDENTIFY IT AS A “CANDIDATE LOGO/BRAND” IMAGE.



# LANDMARK RECOGNITION

USING AN EXISTENT DATASET, THE COMPONENT IS ABLE TO IDENTIFY LANDMARKS (EIFFEL TOWER, COLOSSEUM, ETC) IN THE INSPECTED CONTENT.



**VELA DI CALATRAVA,  
TOR VERGATA - ROMA**



**STABILIMENTO  
LA VECCHIA PINETA, OSTIA**



**ROMA  
ZONA EUR**



**RIIONE MONTI  
ROMA**





## LOCATION RECOGNITION

### PLAZA HOTEL

NEW YORK - USA



THE COMPONENT IS ABLE TO IDENTIFY IF A SPECIFIC SCENE IS TAKEN INSIDE OR OUTSIDE. THE COMPONENT COULD ALSO BE INSTRUCTED TO RECOGNIZE VERTICAL/SPECIFIC LOCATIONS (EG: AIRPORTS, MOUNTAINS, SPACECRAFTS, ETC.)





 **COGNITIVE TASKS**

USING AN EXISTENT DATASET, THE COMPONENT IS ABLE TO IDENTIFY IF SPECIFIC TRAINED LOGOS/BRANDS ARE APPEARING IN THE SCENES. (THE DATASET COULD BE BASED ON REAL/WORLD IMAGES OR GENERIC STANDARD IMAGES FOR THE SEARCHED LOGO/BRAND)



OBJECT AND BRAND RECOGNITION



DATABASE MATCHED

**LOGO / BRANDS  
RECOGNITION**



# AUDIO DETECTION

THE COMPONENT IS ABLE TO IDENTIFY AMONG ALL THE CONTENTS CONNECTED CONTEXTS WHERE A SPEAKER IS TALKING, WHERE IS SILENCE OR NEAR-SILENCE, MUSIC OR BACKGROUND-MUSIC AND SIMILAR AUDIO CLUES.

## MUSIC RECOGNITION

USING AN EXISTENT DATASET,  
THE COMPONENT IS ABLE TO  
IDENTIFY IF SPECIFIC AUDIO  
TRACK IS APPEARING IN THE  
CONTENT AND WHERE.



**Ennio Morricone, 1968**



# CONTENT RECOGNITION

USING DIFFERENT TRAINED MODELS, THE COMPONENT IS ABLE TO IDENTIFY IF THE CONTENT IS RELATED TO A SPECIFIC SPORT (SOCCER, F1, MOTORBIKES, ...), OR TO A MOVIE, A NEWS REPORT, A TALK-SHOW, ETC



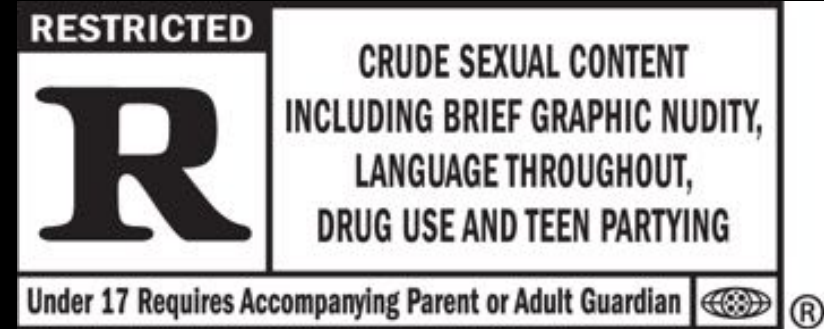
**SPORT**



**CINEMA**



**DOCUMENTARY**



## MPAA CLASSIFICATION

USING DIFFERENT TRAINED MODELS, THE COMPONENT IS ABLE TO PROVIDE AN MPAA CLASSIFICATION FOR THE PROCESSED CONTENTS.

(EG: CONTAINS NUDITY, TALKS ABOUT DRUGS, MINIMUM AGE TO WATCH, ETC)



**[CENCL] it's a vertical platform specialized for vertical needs in the OTT and Broadcasting spaces. ASC27 will continuously develop new features on his [CENCL] Platform and we are able to accomodate also Broadcaster-Specific needs. [CENCL] it's reliable, cost-effective and built with country and continent broadcasters in mind.**



*Nicola* **Grandis**, CEO @ASC27 S.r.l.



**THANK YOU**

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