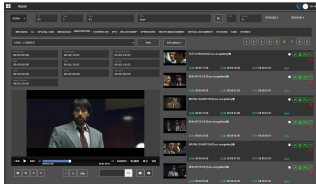
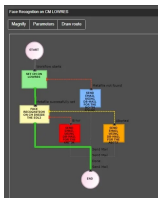


## EA1451 ETERE FACE RECOGNITION

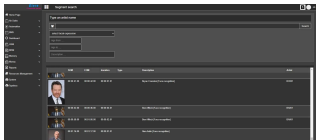
Etere Media Asset Management delivers automatic metadata indexing and personalized content recommendations with AI facial recognition technology.



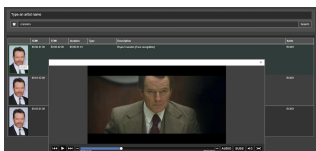
Face Recognition Search



Face Recognition Workflow



Search by Artist Face Recognition



Segment Preview

Etere brings next-generation AI-driven technology into its Media Asset Management (MAM) solution and expands its search parameters to include facial recognition. Etere MAM users can add this license as an add-on purchase. The number of licenses needed depends on the files you need to scan concurrently. The license is available as an on-premise solution and does not require additional hardware to run.

The new AI-driven technology uses image recognition to analyze individual scenes in the media library and produce a list of matches in seconds. Not only that, the advanced facial recognition technology works even for media files with low lighting and obscure angles. The technology gives users greater control over a very large media library. Furthermore, it makes it easier for broadcasters to search for and repurpose media files to create better content for their audiences.

The new facial recognition adds to a growing list of smart features that Etere has rolled out, allowing users to automate tasks, gain insights, and improve operational efficiency and media quality.

AI-driven facial recognition allows broadcasters to manage these actions easily through the automation of an otherwise lengthy process.