

Video Understanding with Generative AI

Unleash the full potential of your media and entertainment data

Untapped Value Remains Hidden Within Video Assets

Organizations often handle video content through separate systems that look at visuals, audio, and text independently. This disconnected approach misses the bigger picture and fails to unlock the true value of video assets, where just *one minute of video can contain as much information as 1.8 million words*. Companies need a holistic approach to video understanding that transforms content from an underutilized asset into a source of strategic insight.

Transforms Your Video Data into Actionable Intelligence and Personalized Experiences

Our solution uses AWS AI to process visual, audio, and text elements simultaneously, delivering context-aware intelligence that mimics human perception. This enables automated highlight generation, personalized content recommendations, and real-time audience engagement across streaming platforms—transforming fragmented analysis into an AI ecosystem that drives viewer retention and monetization.

Where We Can Help



Automated Production & Distribution

Character and scene analysis, automated content moderation, and intelligent content repackaging for streamlined production and distribution workflows



Personalized Content Discovery

Searchable content archives, auto-generated highlights, and personalized clip creation to transform vast libraries into discoverable, monetizable assets



Smart Content Optimization

Automated tagging, smart content recommendations, and advertising placement for enhanced viewer engagement and revenue maximization



Gaming Analytics & Highlights

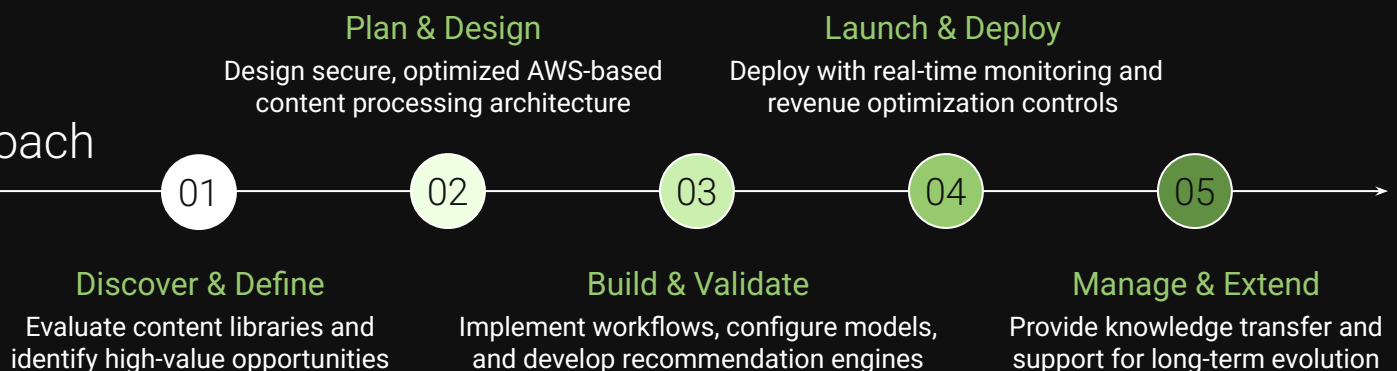
In-game footage analysis, player behavior insights, and automated highlight generation to enhance esports content and community engagement



Real-Time Visual Intelligence

Advanced play analysis, automated highlight creation, and real-time performance metrics for comprehensive game coverage and fan experiences

Our Approach



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Deliverables

Architectural Blueprint	Complete infrastructure-as-code templates for consistent, repeatable deployment
Optimized Model Implementation	Pre-configured Foundation Models with performance tuning and responsible AI guardrails
Prototype Application	Functional prototype demonstrating key video understanding capabilities for your use cases
User Testing	Structured validation framework to ensure solution meets business requirements
Production	End-to-end deployment pipeline with monitoring and automated scaling

Customer Story

Generative AI

Media Discovery

AI Video Search



Challenge

A leading media technology provider needed a smarter way for users to search video content since the existing system couldn't understand context, making it difficult to find relevant footage.

Solution

An AI video understanding solution combining semantic search, audio transcription, and public figure detection that was fully integrated into existing media platform.

Results

The solution earned top recognition at a major industry event, impressed stakeholders with AI-powered search, and opened the door for future AI innovation initiatives.

**Anonymized*

Let's Get Started

No matter where you are on your journey, Caylent can help you quickly achieve your AI goals, from reinventing customer experiences and creating innovative new applications to massively improving productivity.

Whether you are looking to define a use case, create a roadmap, build a prototype, or implement a production ready solution, Caylent has a suite of offers tailored specifically to accelerate your goals.

