

The Mecanex toolkit enables the automatic annotation and editorial support of multimedia content, extraction of personalized information and adaption of enriched multimedia content in multi-screen environments

St. Peter's Basilica (Latin: Basilica Sancti Petri Italian: Basilica di San Pietro in Vaticano)

interactivity video experience with clickable

**MECANEX tools:**

- Automatic Feature Extraction And Video Annotations
- Fast Search And Retrieval Mechanisms
- Natural Editorial Processing User Interfaces
- Advanced Modular Content Management Workflow
- Seamless Multiscreen Experience And Content Synchronization
- Enhanced Personalization And Social recommendations

**Objectives:**

- Enabling The **Automatic Annotation And Editorial Process** During The Creation, Production And Postproduction Of Multimedia Content.
- Providing **Search And Retrieval Mechanisms** For Existing Enriched Multimedia Content That Could Be Used As Building Blocks Of A Fast Innovative Creative Process.
- Pairing Created Metadata With Multimedia Content** Enabling Interactivity Through Clickable Video And Access To Relevant Educational And Recreational Content.
- Delivering A **Multi-screen Toolkit** Enabling Automatic Porting To Different Target Platforms, Such As Regular Web Pages, Mobile Pages And Mobile Apps As Well As Tv Applications.
- Exploit **Relevance Feedback, Personalization And Social Recommendation** Mechanisms, Allowing Advertising & Marketing Brokers To Automatically Ingest Relevant Ads And Marketing Data Via Coupling User Preferences With The Details Of The Playing Multimedia Content.

informative educational and advertising content

Multimedia Content Annotations For Rapid Exploitation In Multi-screen Environments

Mecanex

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