



Mecanex

# Multimedia Content Annotations for Rapid Exploitation in Multi-Screen Environments



Wie bitte? *Dazu gleich mehr...*



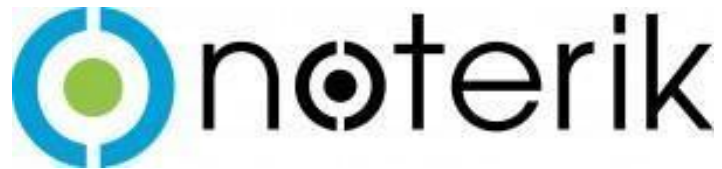
Wer?

# Das Konsortium



Kemal Görgülü  
27. FKTG Fachtagung, 11. Mai 2016

# Wann? *01/2015 – 06/2016*



Kemal Görgülü  
27. FKTG Fachtagung, 11. Mai 2016

# Was?

# Scope



## Multimedia Content Annotations for Rapid Exploitation in Multi-Screen Environments



# Was?

# Scope



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# Was?

# Scope



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# Was?

# Scope



## Multimedia Content Annotations for Rapid Exploitation in Multi-Screen Environments





# Was?

# *Scope*

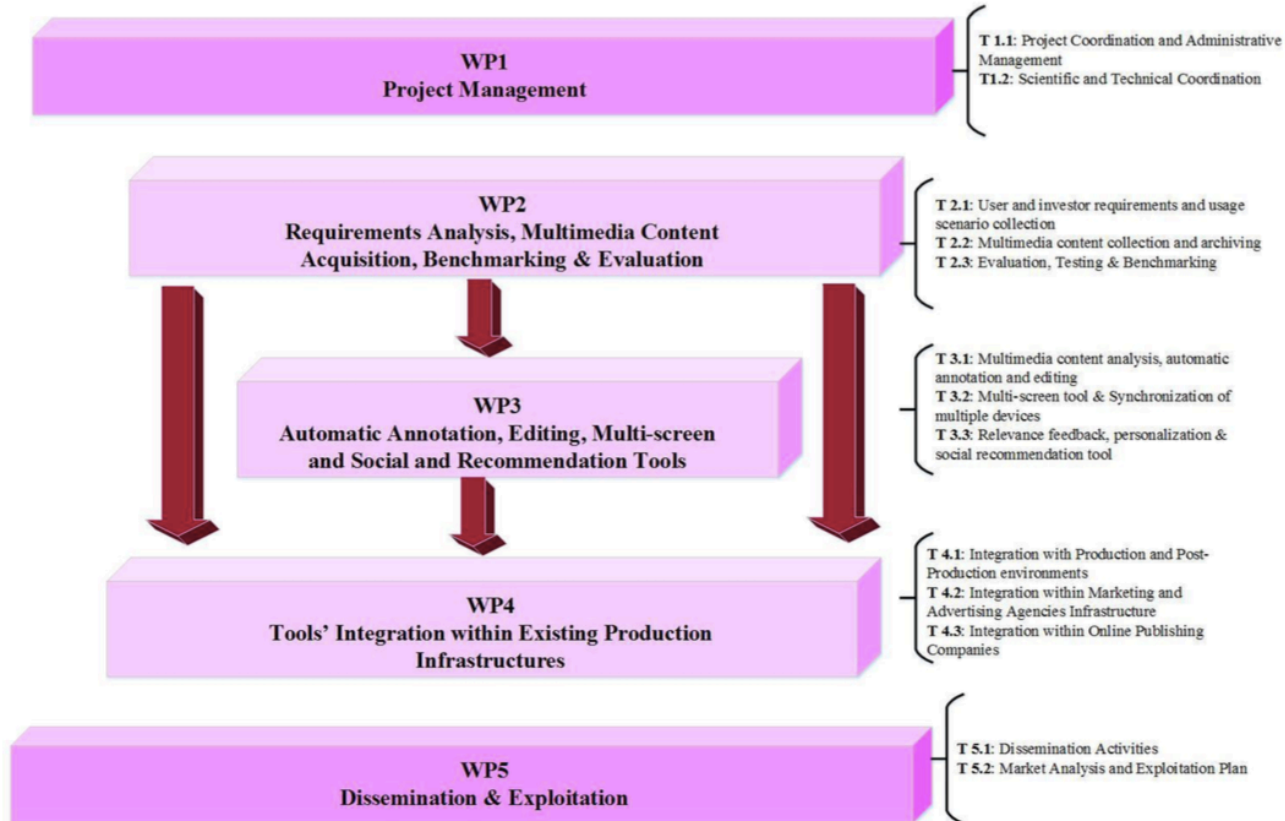


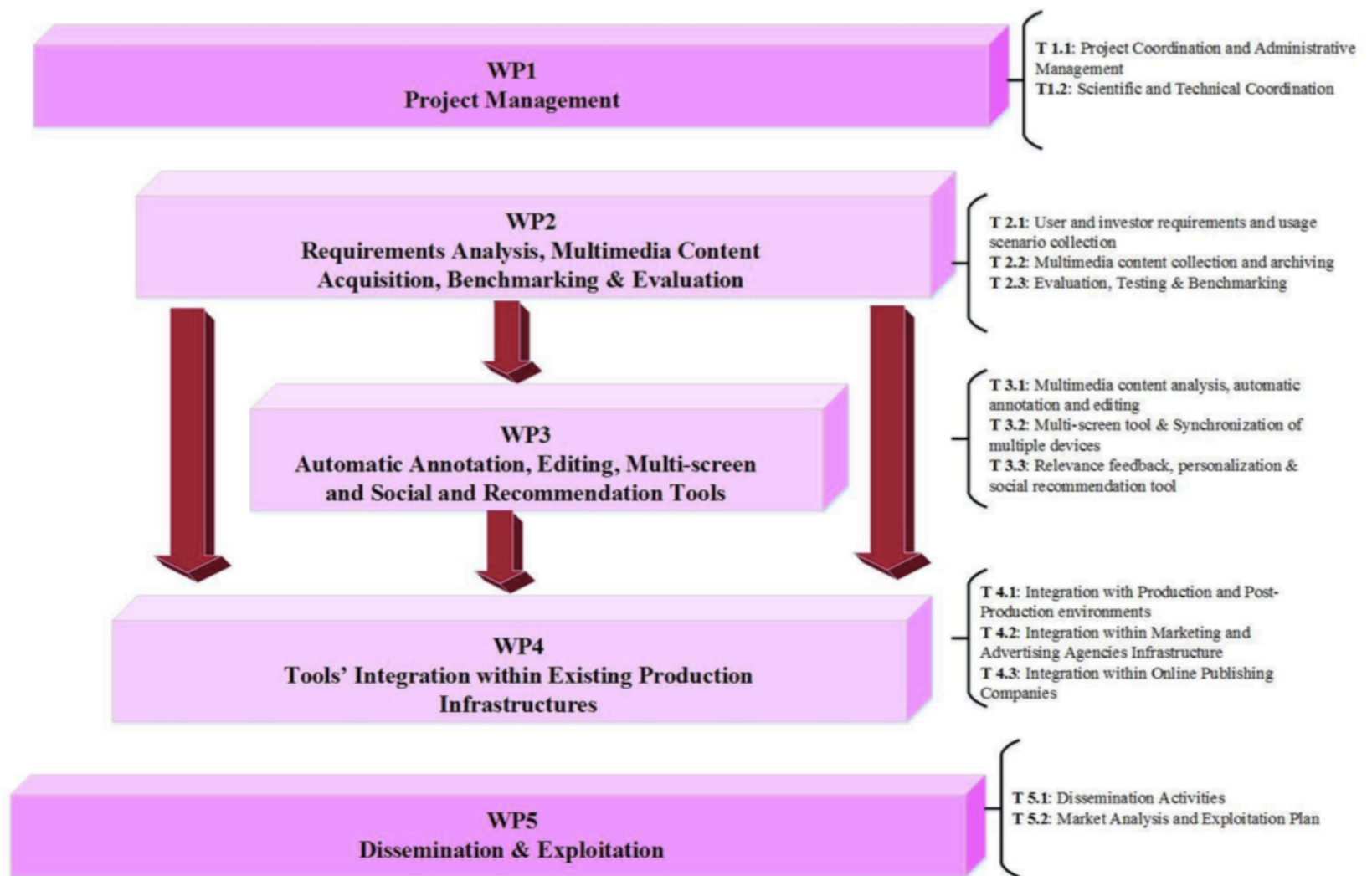
## Multimedia Content Annotations for Rapid Exploitation in Multi-Screen Environments



# Was?

# Arbeitspakete





Was?

# Schwerpunkte



# Was?

# Businessmodelle












## The Business Model Canvas

Designed for: OUTAC Use Case

Designed by: Noterik BV

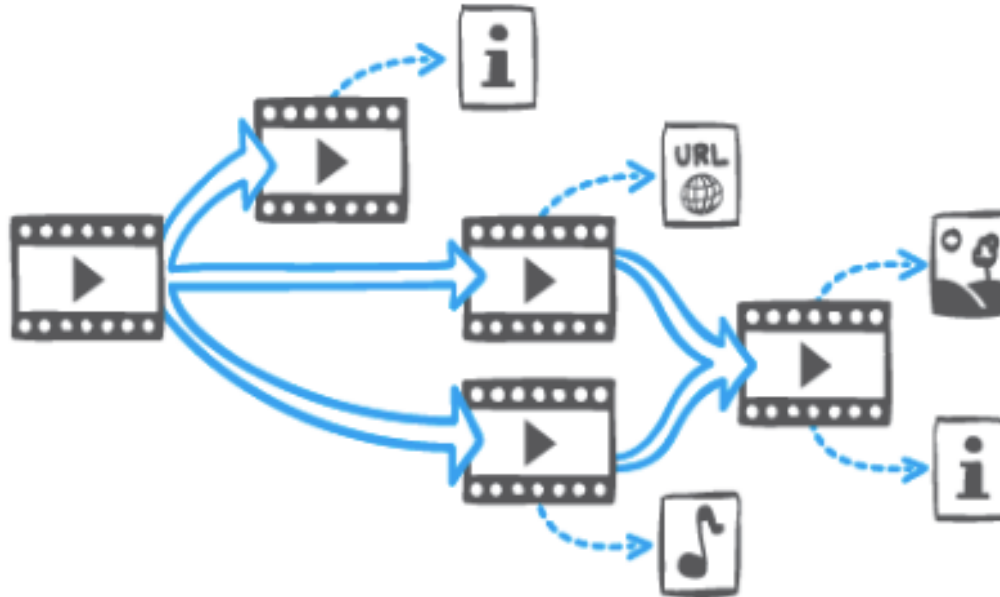
On:     
Iteration:

<p><b>Key Partners</b> </p> <ul style="list-style-type: none"> <li>- MECANEX Toolkit Provider</li> <li>- Content Owner</li> <li>- Museum</li> <li>- Developer</li> <li>- Marketer/Ad-Server</li> </ul>	<p><b>Key Activities</b> </p> <ul style="list-style-type: none"> <li>- Establish Technical Infrastructure based on MECANEX Toolkit</li> <li>- Process content (analysis, edit)</li> <li>- Develop exhibition concepts</li> </ul>	<p><b>Value Propositions</b> </p> <ul style="list-style-type: none"> <li>- Automatic processing of content (annotation, enrichment, search)</li> <li>- Ease of offering content through MECANEX platform for content owners</li> <li>- Personalized content for end users.</li> <li>- Editorial options to extend content</li> </ul>	<p><b>Customer Relationships</b> </p> <ul style="list-style-type: none"> <li>- Full Service Solution Provider</li> <li>- Consulting Services for multimedia exhibition concepts</li> </ul>	<p><b>Customer Segments</b> </p> <ul style="list-style-type: none"> <li>- Content Owner (Producer, Archives, Media &amp; Entertainment Companies)</li> <li>- Museums</li> <li>- Marketer/Ad-Server</li> </ul>
<p><b>Key Resources</b> </p> <ul style="list-style-type: none"> <li>- Content Archives</li> <li>- Infrastructure for MECANEX Toolkit (Hardware, Software, API's)</li> <li>- Human resources (developer, curator)</li> </ul>		<p><b>Channels</b> </p> <ul style="list-style-type: none"> <li>- MECANEX Toolkit Website</li> <li>- Partner channels</li> <li>- Workshops, Trade Shows, Congresses, Lectures, Hackathons</li> </ul>		
<p><b>Cost Structure</b> </p> <ul style="list-style-type: none"> <li>- Fixed cost structure</li> <li>- Infrastructure (Hardware)</li> <li>- Human Resources</li> </ul>			<p><b>Revenue Streams</b> </p> <ul style="list-style-type: none"> <li>- Direct Content Sales</li> <li>- Revenue Share Models (eg ad-share, processing fees)</li> </ul>	



# Was?

# Ergebnisse



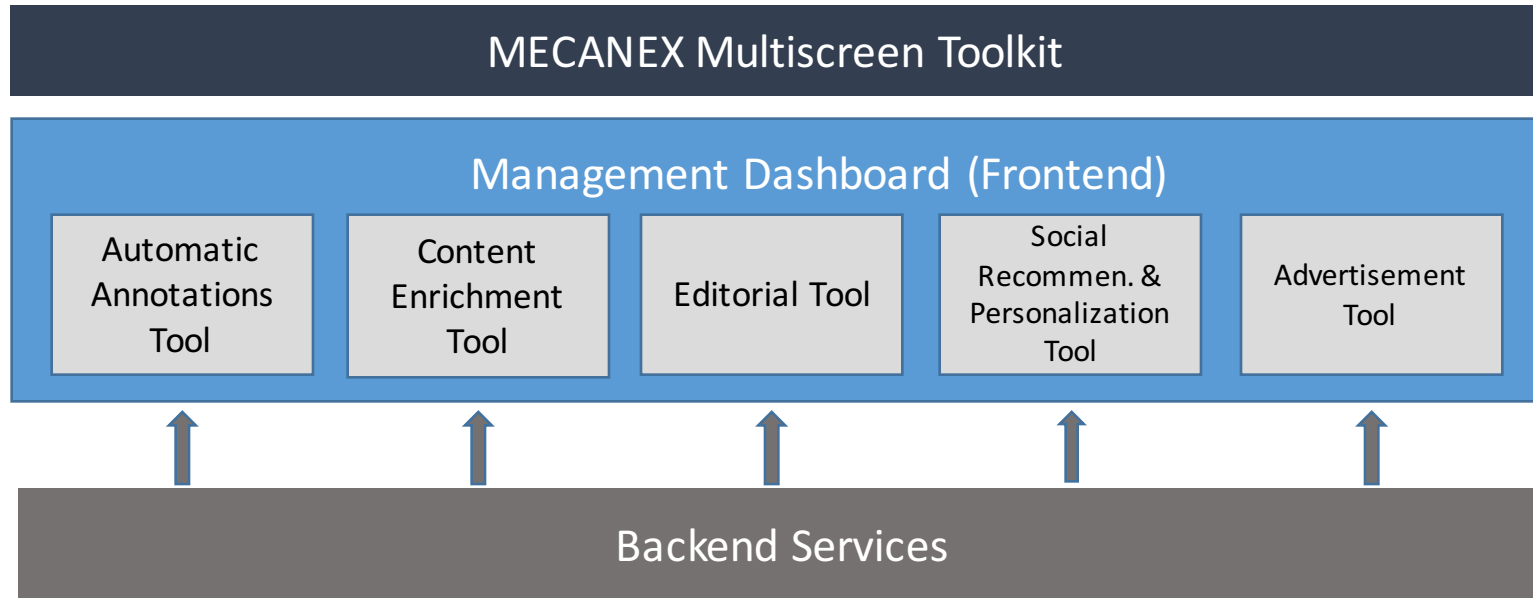
# MECANEX Tools: Übersicht



- Automatic Feature Extraction & Video Annotations Tool
- Content Enrichment Tool
- Editorial Tool
- Social Recommendations & Personalization Tool
- Advertisement Tool
- Management Dashboard für Content Management Workflow & Integration



# MECANEX Tools: Übersicht





# MECANEX Tools: Übersicht

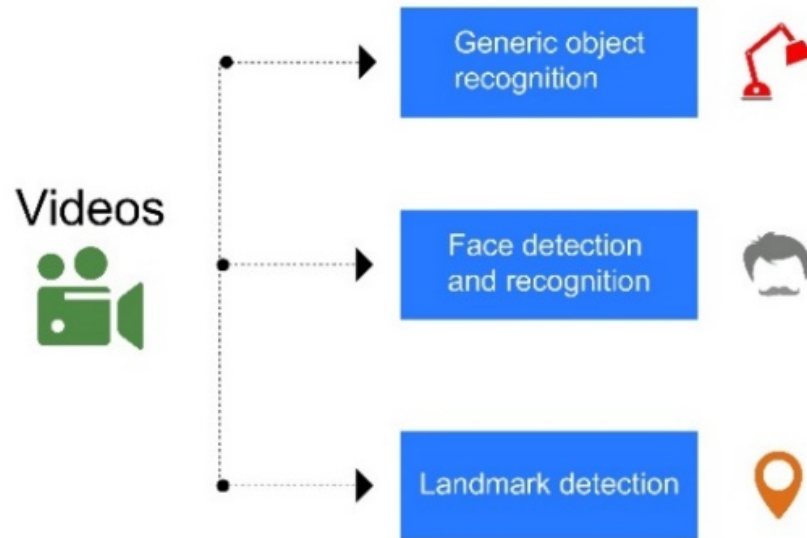


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# MECANEX Tools: AAT

## Automatic Annotation Tool



## Annotations

```
{
  "detections": {
    "frames": [
      {
        "timestamp": 0,
        "faces": null,
        "landmarks": null,
        "objects": null
      },
      {
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        "objects": null
      },
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        "faces": null,
        "landmarks": null,
        "objects": null
      },
      {
        "timestamp": 125,
        "faces": null,
        "landmarks": null,
        "objects": null
      }
    ]
  }
}
```

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# MECANEX Tools: CET



Paris: haute couture

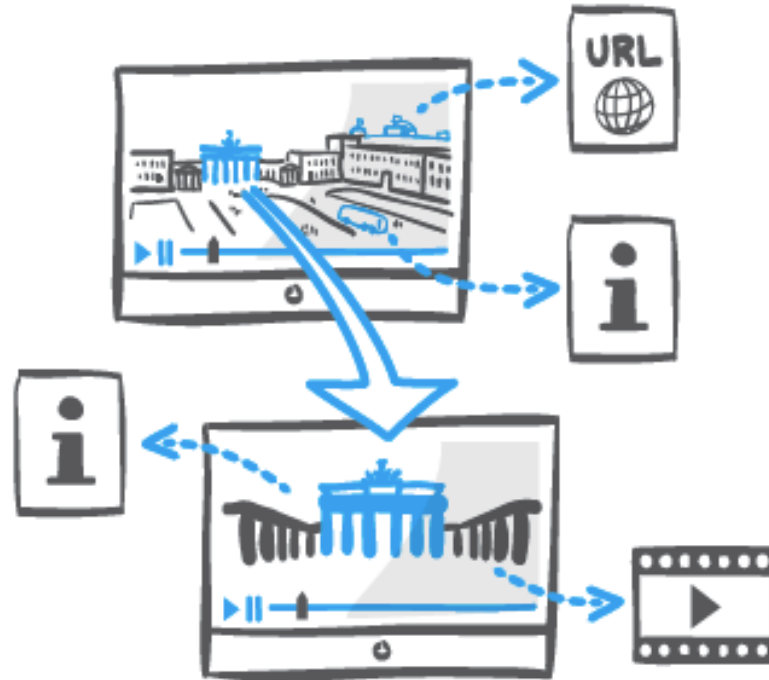


## Content Enrichment Tool

Video Title  Save Video URL  Save

ADENAUER	<input type="text" value="Konrad Adenauer"/>	Appearances <b>1</b>	<a href="#">Wikipedia</a>	<a href="#">Dbpedia</a>	<input type="button" value="Edit"/>
ELISABETTA_II	<input type="text" value="ELISABETTA_II (No Information)"/>	Appearances <b>2</b>	<a href="#">Wikipedia</a>	<a href="#">Dbpedia</a>	<input type="button" value="Edit"/>
sign	<input type="text" value="Call sign"/>	Appearances <b>1</b>	<a href="#">Wikipedia</a>	<a href="#">Dbpedia</a>	<input type="button" value="Edit"/>
ANDREOTTI	<input type="text" value="Giulio Andreotti"/>	Appearances <b>1</b>	<a href="#">Wikipedia</a>	<a href="#">Dbpedia</a>	<input type="button" value="Edit"/>

# MECANEX Tools: CET



Kemal Görgülü  
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# MECANEX Tools: AAT



Zurück zu Mecanex

VORSCHAU 10898

bicycle

4:42 7:32 HD

-1s -1s -01s +01s +1s +1s

- Actor
- Animal
- Automobile
- Automobile
- Bicycle
- Blouse
- Bowtie
- Brassiere
- Bridge
- Bus
- Cabinet (government)
- Call sign
- Cannon
- car interior
- Cello
- Chairman
- Champ Car
- Cloak

4.7.0 / 11.7

# MECANEX Tools: AAT



Zurück zu Mecanex

VORSCHAU 10898

3:51 7:32 HD

-1s -.1s -.01s +.01s +.1s +1s

Actor  
Animal  
Automobile  
Automobile  
Bicycle  
Blouse  
Bowtie  
Brassiere  
Bridge  
Bus  
Cabinet (government)  
Call sign  
Cannon  
car interior  
Cello  
Chairman  
Champ Car  
Cloak

4.7.0 / 11.7.0

The image shows a video player interface for the Mecanex AAT tool. The main video area displays a black and white historical photograph of a group of men in suits gathered around a car. A white text label 'suit' is overlaid on the image. The interface includes a top navigation bar with a 'Zurück zu Mecanex' button, a 'VORSCHAU' (Preview) button, and a video ID '10898'. Below the video is a progress bar showing the current time at 3:51 and the total duration at 7:32. At the bottom, there are navigation buttons for time jumps: -1s, -.1s, -.01s, +.01s, +.1s, and +1s. On the right side, there is a vertical list of tags with small icons next to each, including Actor, Animal, Automobile, Bicycle, Blouse, Bowtie, Brassiere, Bridge, Bus, Cabinet (government), Call sign, Cannon, car interior, Cello, Chairman, Champ Car, and Cloak. The Mecanex logo is visible in the top right corner of the video player area.



# MECANEX Tools: Übersicht

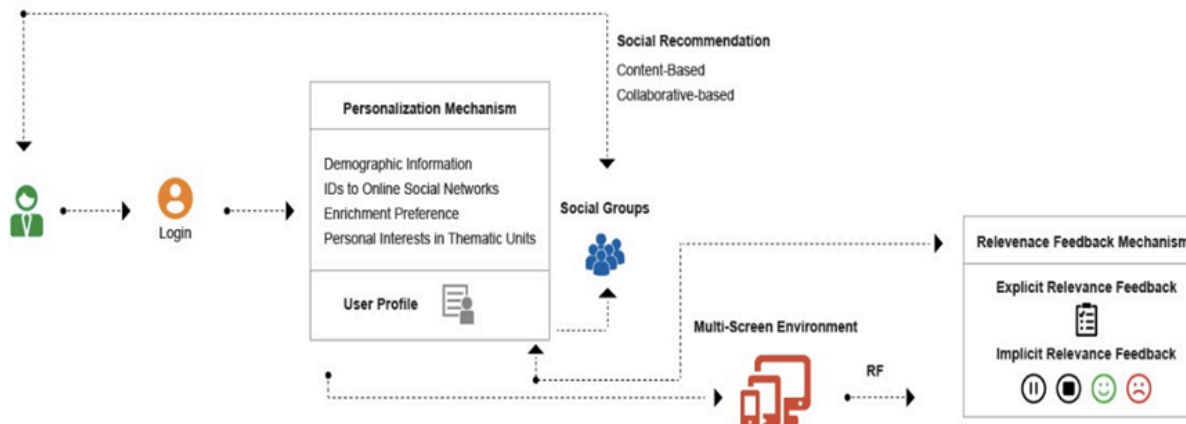


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# MECANEX Tools: SP Tool

## Welcome to the Personalized Experience Mechanism



# MECANEX Tools: SP Tool



Social & Personalization Tool

[Home](#)

[Videos](#)

Kemal ▾

## Personal Information

Name:	Kemal
Surname:	Görgülü
Gender:	Male
Age:	35-44
Education:	Master Degree
Occupation:	Media Communications & Broadcasting
Country:	Germany

[Update Your Profile](#)

[Delete Your Profile](#)

# MECANEX Tools: SP Tool



Please express your interest where 1 corresponds to very small interest while 5 to very high interest

### State your interests

Arts and Culture	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input checked="" type="radio"/> 5
Disasters	<input checked="" type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
Education	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> 4 <input type="radio"/> 5
Environment and nature	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input checked="" type="radio"/> 5
Health	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> 4 <input type="radio"/> 5
Lifestyle and consumerism	<input type="radio"/> 1 <input checked="" type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
The Media	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input checked="" type="radio"/> 5
National holidays, festivals, anniversaries, annual events	<input type="radio"/> 1 <input type="radio"/> 2 <input checked="" type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
Politics and economics	<input type="radio"/> 1 <input type="radio"/> 2 <input checked="" type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
Religion and belief	<input checked="" type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
Society and social issues	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> 4 <input type="radio"/> 5
Transportation, science and technology	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input checked="" type="radio"/> 5
Wars and conflict	<input type="radio"/> 1 <input checked="" type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5

# MECANEX Tools: SP Tool



Social & Personalization Tool

Home

Videos


Kemal ▾

## Videos Recommended for you

Video		Title
413		Variety
767		Variety
2549		Variety
288		Variety
2117		Variety
2112		At school with cinema
1364		A school for the cinema
522		Variety

# MECANEX Tools: SP Tool

### Variety



Enrichment 1

Enrichment 2

Advertisement 1

Summary:  
At Titanus studios filming of "Via Margutta", directed by Mario Camerini

👍 - 👎

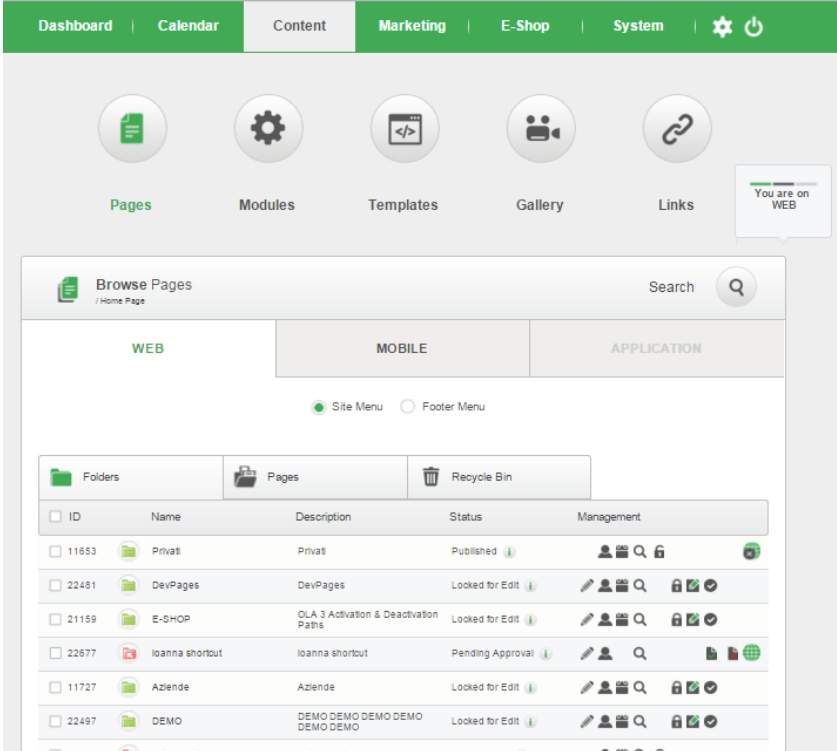
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# MECANEX Tools: Ad Tool



Dashboard | Calendar | Content | Marketing | E-Shop | System | ⚙️ 🔌

Pages Modules Templates Gallery Links

You are on WEB

Browse Pages / Home Page Search 🔍

WEB MOBILE APPLICATION

Site Menu  Footer Menu

ID	Name	Description	Status	Management
11653	Privat	Privat	Published	👤 📄 🔍 🔒 🌐
22481	DevPages	DevPages	Locked for Edit	👤 📄 🔍 🔒 🌐
21159	E-SHOP	OLA 3 Activation & Deactivation Paths	Locked for Edit	👤 📄 🔍 🔒 🌐
22677	Ioanna shortcut	Ioanna shortcut	Pending Approval	👤 📄 🔍 📄 🌐
11727	Aziende	Aziende	Locked for Edit	👤 📄 🔍 🔒 🌐
22497	DEMO	DEMO DEMO DEMO DEMO DEMO DEMO	Locked for Edit	👤 📄 🔍 🔒 🌐

- Auf Basis des SP Tools: Targeted and personalized advertising campaigns
- Promotion Management
- Steuerung und Auslieferung von Werbungen in Multiscreen Umgebungen
- Mandatenfähigkeit



# MECANEX Tools: Ad Tool



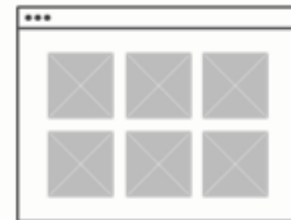
Html



Hero



Tab



Tiles



Grid



Media

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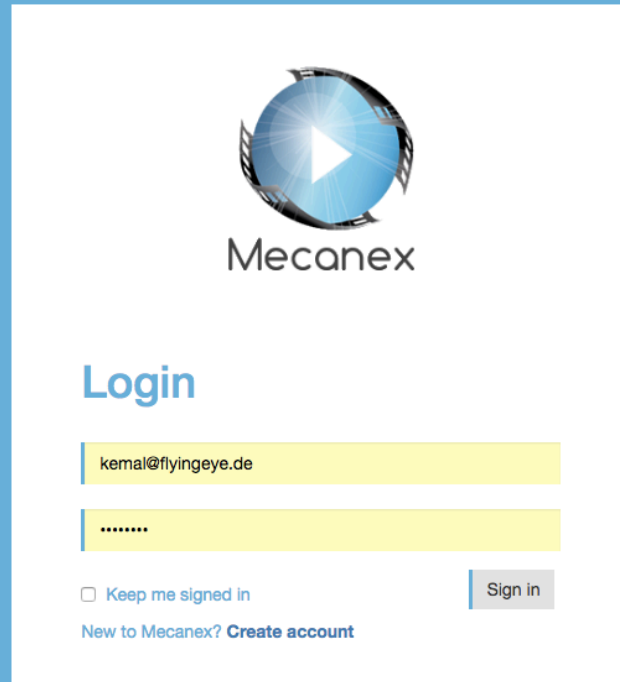
# MECANEX Tools: Management Dashboard



The dashboard is designed as a **workflow tool** to guide licensors (B2B) from start to end

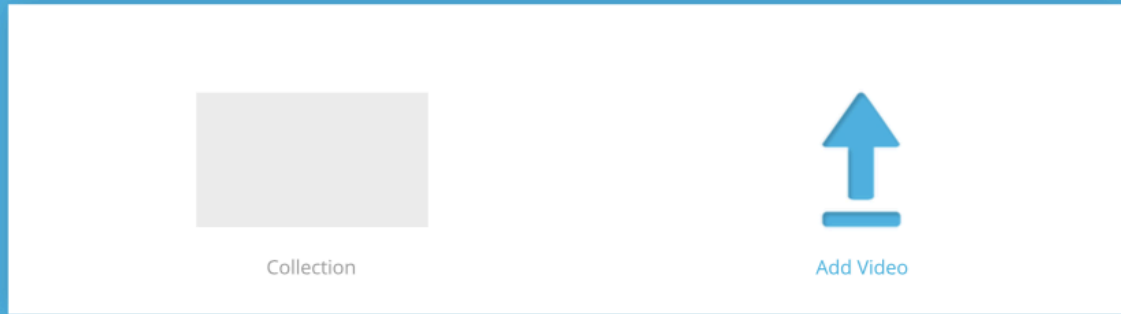


# MECANEX Tools: Management Dashboard




The login form is centered on a white background. At the top is the Mecanex logo. Below it is the word "Mecanex" in a large, dark font. The title "Login" is displayed in a blue font. There are two yellow input fields: the first contains the email address "kemal@flyingeye.de" and the second contains a masked password ".....". Below the password field is a checkbox labeled "Keep me signed in" and a "Sign in" button. At the bottom, there is a link for "New to Mecanex? Create account".

# MECANEX Tools: Management Dashboard



# MECANEX Tools: Management Dashboard





## Video upload

Required information

Additional information

# MECANEX Tools: Management Dashboard

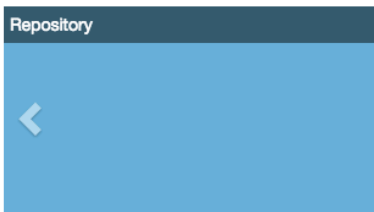


MecanexAdmin

Welcome kemal@flyingeye.de ▾

## Edit collection Demo collection

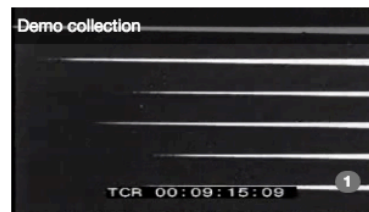
Repository



Example collection



Demo collection



My newest Collection



Search



« ‹ 1 2 3 4 5 ... 265 › »



### Epiphany 1958

Togni's tribute to traffic policemen of the capital city. Distribution of toys in the hall of the Ministry of Public Works



### Flood in Salento

An exceptionally violent downpour hit the South of Italy



# MECANEX Tools: Management Dashboard

MecanexAdmin Welcome kemal@flyingeye.de ▾

Search

**Italy - An evening to celebrate "goodnight ladies"**  
An evening is organized in Salsomaggiore to celebrate television femal presenters. Among the guests, Gillo Pontecorvo and Sylva Koscina

**Variety**  
Germany: great success of the French "Cirque d'Hiver"

**European Market and Euratom**  
A big hope. Common Market and Euratom for European renaissance

**Sanremo is not only music**

Categories

- 📺
- 🎓
- ❤️
- 👤
- 👥
- 👉
- 👎
- 🔧
- 🏠
- 🌱
- 📊
- 🔗
- ✝️
- 📖
- 🔪

mecanex.noterik.com/admin/#/



# MECANEX Tools: Management Dashboard



MecanexAdmin Welcome kemal@flyingeye.de

Search



TER 00:50:30:14



01:22:51:23:44



02:00:01:10:00:00



LA SETTIMANA

### Annotations

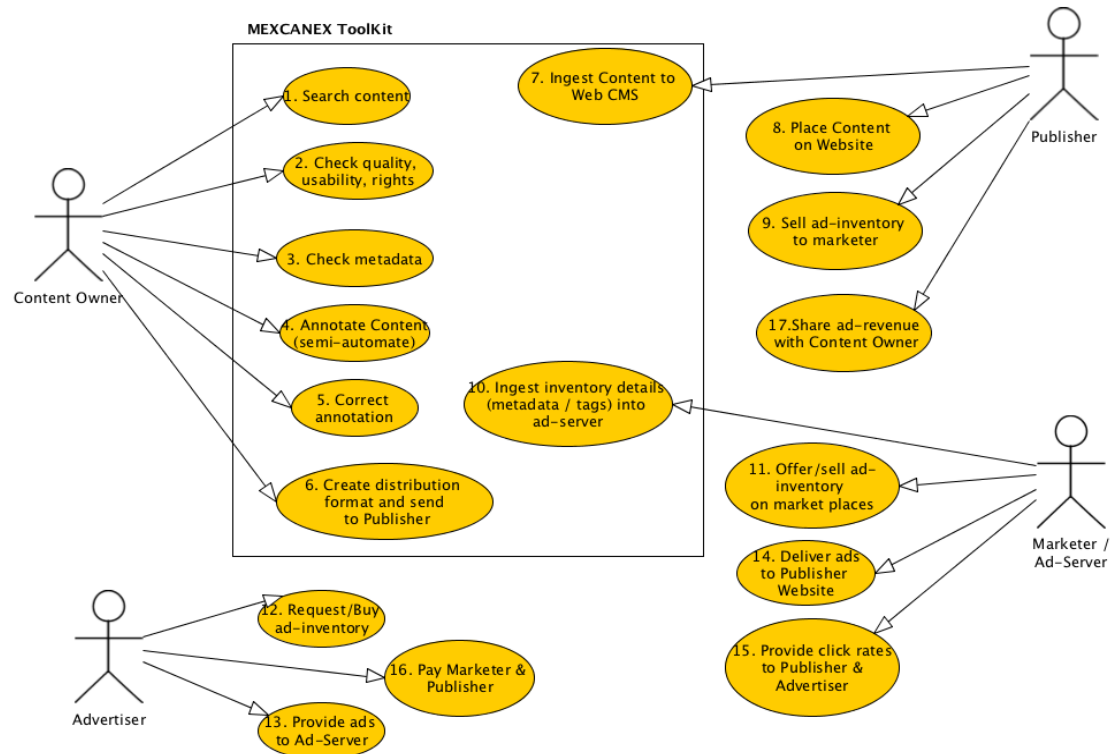
```
{
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    "frames": [
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        "timestamp": 0,
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    ]
  }
}
```

# Use Cases



# Use Case: Content Syndication

## Content Syndication using MECANEX Toolkit





Mecanex

**[www.mecanex.eu](http://www.mecanex.eu)**

[Kemal.Goerguelue@flyingeye.de](mailto:Kemal.Goerguelue@flyingeye.de)

Tel: +49 174 604 16 11

# Impressionen während des Vortrags von Kemal Görgülü





