enlighten designs
CREATIVE TECHNICAL AGENCY

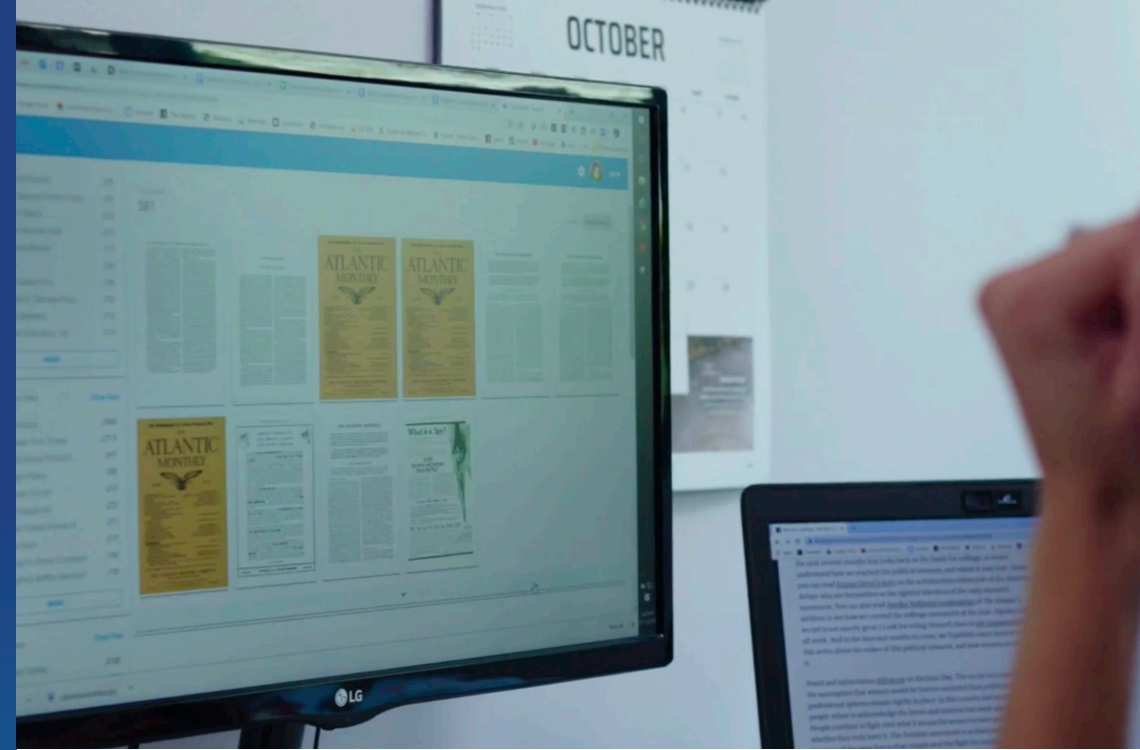**INSIGHT AND DISCOVERY ACCELERATOR**

Intelligently fish stories out of a sea of information

The modern news cycle is always accelerating. For publishers, providing substantial, high-quality journalism is a difficult task. Publishers must quickly sort through and locate relevant content of different types from huge archives. The process of scanning such a large variety of data provides a perfect opportunity for the use of Microsoft AI.

Introducing IDA – Insights and Discovery Accelerator. An application leveraging Microsoft Azure Search and Microsoft Video Indexer, developed to help journalist fish stories out of a sea of information. Unlock insights and discover intelligent connections in unstructured data.

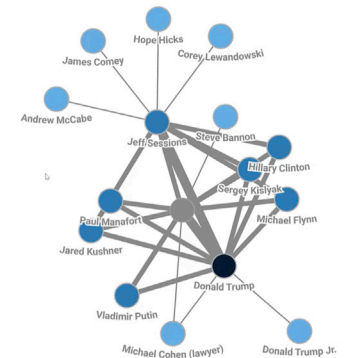## INSIGHT AND DISCOVERY ACCELERATOR will:

- ✓ Intelligently identify entities: IDA recognises entities within text, intelligently linking related topics to help you understand key figures, organisations, concepts etc.

- ✓ Retrieve full transcripts from scanned physical books and text: IDA uses object visioning to identify characteristics like columns and hyphens from text scans to give you a full and accurate transcript.

- ✓ Create data sets from your information: IDA allows you to create data sets from which, visualisations of relationships and the charting of many facets is possible. A great visual tool for investigative journalism.

- ✓ Scan video & audio; Using the video indexer: IDA can recognise people, topics, entities and pull transcripts from both video and audio files.

What you can expect

Developed with the Microsoft News team, Insight and Discovery Accelerator provides an AI ingestion pipeline that leverages the power of Azure Cognitive Search, object vision, and OCR to analyze page layouts and to extract text, images, and key entities for indexing.

Insight and Discovery Accelerator can intelligently link those entities, giving journalists a powerful knowledge mining tool that helps them find the specific content they need quickly.

Contact us to find out how Insights and Discovery Accelerator can help your news organisation intelligently fish stories out of a sea of information

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