AVICA

DATA-DRIVEN AUTOMATED VIDEO CONTENT CREATION

PROBLEM

Video content production is an expensive and time-consuming task, which requires certain technical skills and knowledge

SOLUTION

AVICA data-driven automated video content platform offers the solution for multiple business and technical use cases at scale and up to 100-times cheaper

IMPACT

Digitalization and automation of marketing business processes revolutionizes multiple use cases across all industries and business domain

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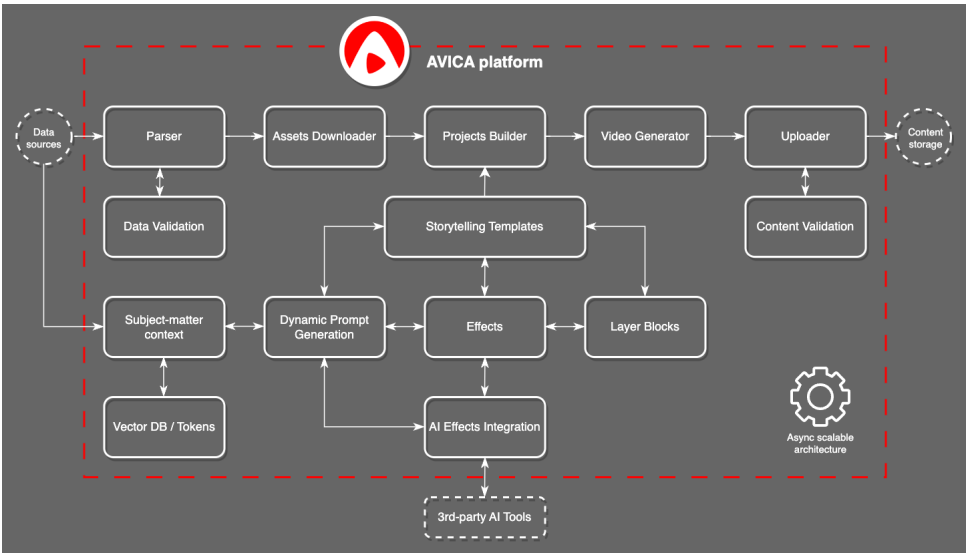

The diagram above illustrates the approach to integrate AI (transformation and generation tools) into AVICA platform. Generic AVICA platform components are described in AVICA functional concept

DYNAMIC PROMPT GENERATION

If the AI effect requires dynamic prompt (for example generate short commentator text within the context of the video project data) the automated dynamic prompt generation technique is used which combines prompts templating, prompts enrichment with dynamic data and RAG techniques (see below)

SUBJECT MATTER CONTEXT

Source data may contain not only video assets, but also rich context related to the video. For example, video about certain sports may require specific information about this sport or only recently available data (e.g., scores) which could not be expected to be known by LLMs. This data will be used by RAG technology to generate context-aware dynamic prompts and corresponding results

AI EFFECTS INTEGRATION

AI transformative and generative tools are integrated as a part of the "Effects" concept and can be internal tools (for example local text-to-speech transformation engine) or called from external API services. It may or may not require automated prompting technique depending on type of the effect

RAG TECHNOLOGY

RAG - retrieval augmented generation – technology we have built into our platform to combine: a) the power of 3rd-party AI tools (e.g., LLMs), b) the dynamic subject matter context parsed, cleaned, transformed and tokenised into local vector DB representations, c) dynamically enriched promts in order to create context-aware results. These prompt results (texts, graphics, video fragments) are used to enrich resulting videos produced by AVICA platfrom

Contact us to work on your use case!

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FFG Forschung wirkt. HANDELS VERBAND NVIDIA.