

# Preserve The Past, Discover Future Stories: End-To-End Archive Digitization & Multimodal AI Indexing



Fast digitization of tape-based archives and AI-powered metadata enrichment to preserve your heritage and unlock new revenue streams.

## How it works



- Leveraging Gloobox Capturer's VTR Control module and media & metadata processing, your tapes are digitized and media assets are ingested directly in Moments Lab, along with basic, fundamental metadata (i.e. date, location, director, etc)



- Media assets are enriched with award-winning, MXT-1.5 multimodal AI, which enhances the discoverability of your assets and enables reuse, repurposing, and unlocks new revenue opportunities through monetization.



Media Asset  
Manager

- Newly digitized and enriched media assets are formatted to be visible in the Moments Lab Cloud Media Hub, or they can be exported to your chosen MAM.

## Why Use MXT-1.5?

Many mainstream AI tools are unimodal, which means they only process one information source such as text, audio, or images. MXT-1.5 is a multimodal AI that combines detection elements and takes a human approach to media indexing, which drastically improves discoverability.

- MXT-1.5 automatically breaks down your videos into **editorial sequences**.
- **Sound bites** identifies the most engaging dialogue in your footage, and provides added context for clarity.
- **Media topic categorization** automatically sorts media assets into a selection of pre-defined topic categories.

## Contact Us To Discuss Your Digitization Project



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MXT-1.5 outperforms state-of-the-art AI models GPT-4o and Gemini 1.5 Pro on video understanding based on the VideoMME benchmark.