

Data Annotation and Labeling Services



Annotation Services



Data
Annotation



Data Validation



Training Data



Sentiment
Analysis



Data Collection



Data Cleaning &
Profiling

Data Annotation and Labeling Services

At the end of the project, we'll present you the results as a clearly written report containing all the relevant information you need to understand where you currently are and our recommendations on how to proceed in your transformation.

Intent

- Classification and recognition of an object, image, text, people, brand, etc.
- Semantically segment different objects in an image – e.g.; people, cars etc.
- Audio/Video Segmentation

Content

- Images, Text, Video
- Structured Text and Images – OCR, Transcripts
- Landmarks, Locations etc.

Utilities

- Visual tagging
- Label Tagging
- Text marking

Use Cases

Search Engine Enhancement **Customer Service Improvement** **Voice Assistant Improvement** **AI Training and Development**

Image

Image-level Annotation,
Object-level Annotation (Bounding Box, Polygon,
Semantic segmentation, Landmarks)

Video

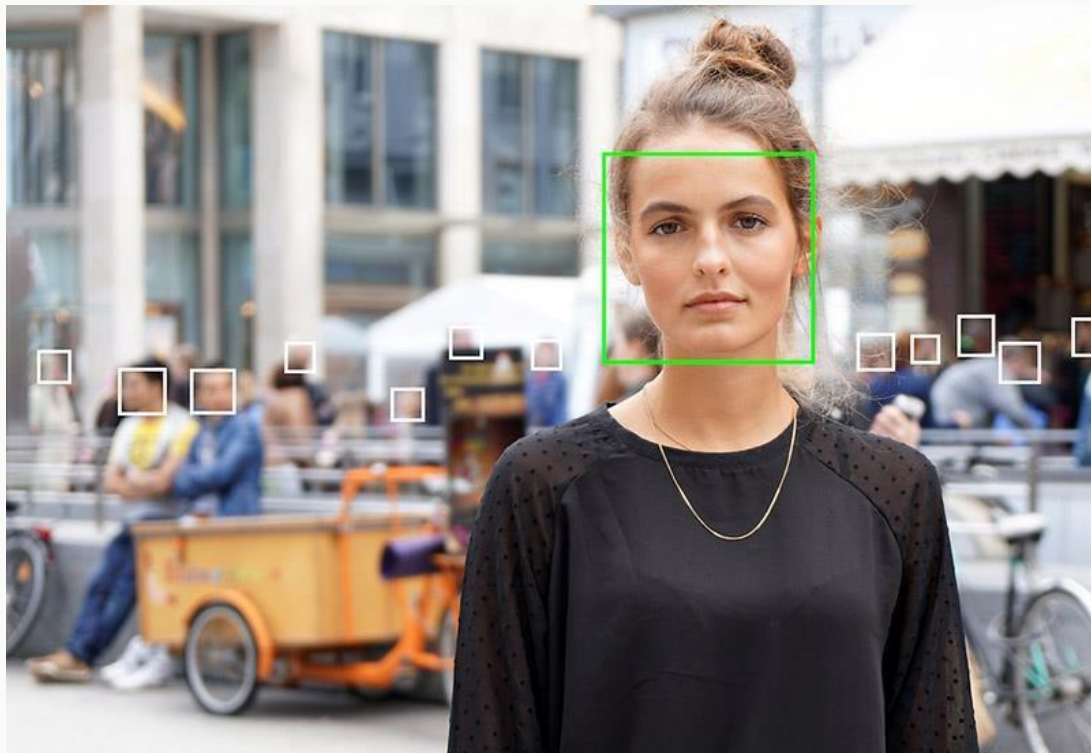
Segment-level Annotation
Frame-level Annotation
Object-level (Bounding Box, Polygon, Semantic, Landmarks)

Text

Document
Named entity annotation

Audio

Transcription, Testing, Translation and other language
Services



10000+

Annotators

48 Languages

Including Asian, European, Middle East

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PERSON 1 COUNTRY 2 CITY 3 ALBUM 4 SONG 5 AWARD 6 RECORD LABEL 7

Sia Kate Isabelle Furler (/ˈsiːə/ SEE-ə; born 18 December 1975) is an Australian singer, songwriter, record producer and music video director.[1] She started her career as a singer in the acid jazz band **Crisp** in the mid-1990s in Adelaide. In 1999, when **Crisp** disbanded, she released her debut studio album titled **OnlySee** in **Australia**. She moved to **London, England** and provided lead vocals for the British duo **Zero 7**. In 2000, **Sia** released her second studio album, **Healing Is Difficult**, on the **Columbia** label the following year, and her third studio album, **Colour the Small One**, in 2004, but all of these struggled to connect with a mainstream audience.

Sia relocated to **New York City** in 2005 and toured in the **United States**. Her fourth and fifth studio albums, **Some People Have Real Problems** and **We Are Born**, were released in 2008 and 2010, respectively. Each was certified gold by the Australian Recording Industry Association and attracted wider notice than her earlier albums. Uncomfortable with her growing fame, **Sia** took a hiatus from performing, during which she focused on songwriting for other artists, producing successful collaborations "Titanium" (with **David Guetta**), "Diamonds" (with **Rihanna**) and "Wild Ones" (with **Flo Rida**).

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A Precise Services with **Pixel Perfection.**

Build top-performing AI models with the help of our world-class annotation services.

/01

Quality with Accuracy

Get the best-in-class quality services with highest accuracy level delivering an excellence in annotation through multiple stages of auditing and reviewing of labeled data.

/03

Competitive Pricing

Based on our market research, we've found our services to be much more competitive than other data annotation options on the market.

/05

Language Support

Data annotations can be provided in 40+ languages and several accents.

/02

Scalability and Agility

Being one of the best data annotation companies, our team can accommodate high volume while maintaining the required quality.

/04

Data Security

We are certified with ISO 27001 and ISO 9001 certified company for maintaining the high standards of data security with privacy while working with our clients to ensure their confidentiality.

/06

Dedicated Team

With data labeling outsourcing, your team of data scientists can focus on continuing the development of robust algorithms leaving the tedious part of the job, to us.

Case Study: NPS Feedback/Survey – Verbatim Analysis

Brickred processed 100,500 open-ended responses from Customer. Withing five days the consumer insights group was able to view and analyze a detailed breakdown of the experiences described in their open-ended responses, and to filter and analyze the data according to numerous demographic criteria. The result was a gold mine of information that validated its experiential strategy and provided new insights into their most valuable customer segments.



Brickred processed customers comments as positive, negative, or neutral and link them to different areas and issues through appropriate tagging



FEEDBACK



ANALYSIS



VERBATINS



SUPPORT

01/ Categorization

Triage of Feedbacks, Surveys,
Forum feedback

02/ Regression

Targeted testing the product on
all supported platforms

03/ Verbatim Analysis

Organizing and tracking
customer feedback

04/ Tagging based on Verbatims

Case Study: Search Engine Enhancement

Brickred was engaged by customer to implement a human-in-the-loop approach to building and refining AI-based search systems. In this workflow, Brickred evaluators rate whether specific inquiries are providing relevant search results. Brickred evaluators judge search results, giving critical feedback and new training data to the algorithm. A diverse base of Brickred evaluators (demographically, linguistically, among others.) helped the algorithm perform better across markets.



Our search relevance expertise ensured AI-powered search engines are delivering the best results for your audience



RELEVANCE



ANALYSIS



CATEGORIZATION



SUPPORT

01/

Image Annotation

Evaluating the importance and relevance of an image result based on the user's search

02/

Search Relevance

Targeted evaluation based on Website credibility, location, navigation and content annotation.

03/

Video Annotation

Determining the usefulness of a result page and its video based on the user's query

04/

Map and Navigation Search

Map Verification ensures point-to-point navigation is accurate, safe and efficient



Delivery Director

- Single point of contact
- Works on client issues, and resolves in a timely manner
- Regular reviews and feedback with managers



Elite Consultants

- Lead the team or act as subject matter expert (SME)
- Working with managers on process improvements
- Solve all the technical issues in timely manner



Service Team

- Highly experienced technical consultants
- Delivery and execution of specifications
- Work closely with managers or elite consultants for delivery

Dedicated

Accountable

Committed



Thank you!

Pankaj Mohindru

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