Enlighten Designs – Insight and Discovery Accelerator

enlighten designs
CREATIVE TECHNICAL AGENCY

THE CHALLENGE

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.

Scraping information from various mixed media sources is challenging

- Tagging: Manual tagging is slow, cumbersome, non-standardized, and often inaccurate – as well as subjective. Would something you search for in the future have been tagged as important when the content is digitized?

- Media types: Some sources are digital, but much material is still physical, which means thumbing through delicate books and documents that need preservation.

- Forced layouts produce hyphenation that is inappropriate when reflowed into new layouts. A typical OCR scan runs left to right across the page - ignoring column breaks which causes indexing issues.

- Without organization, a rich data set can be unwieldy.
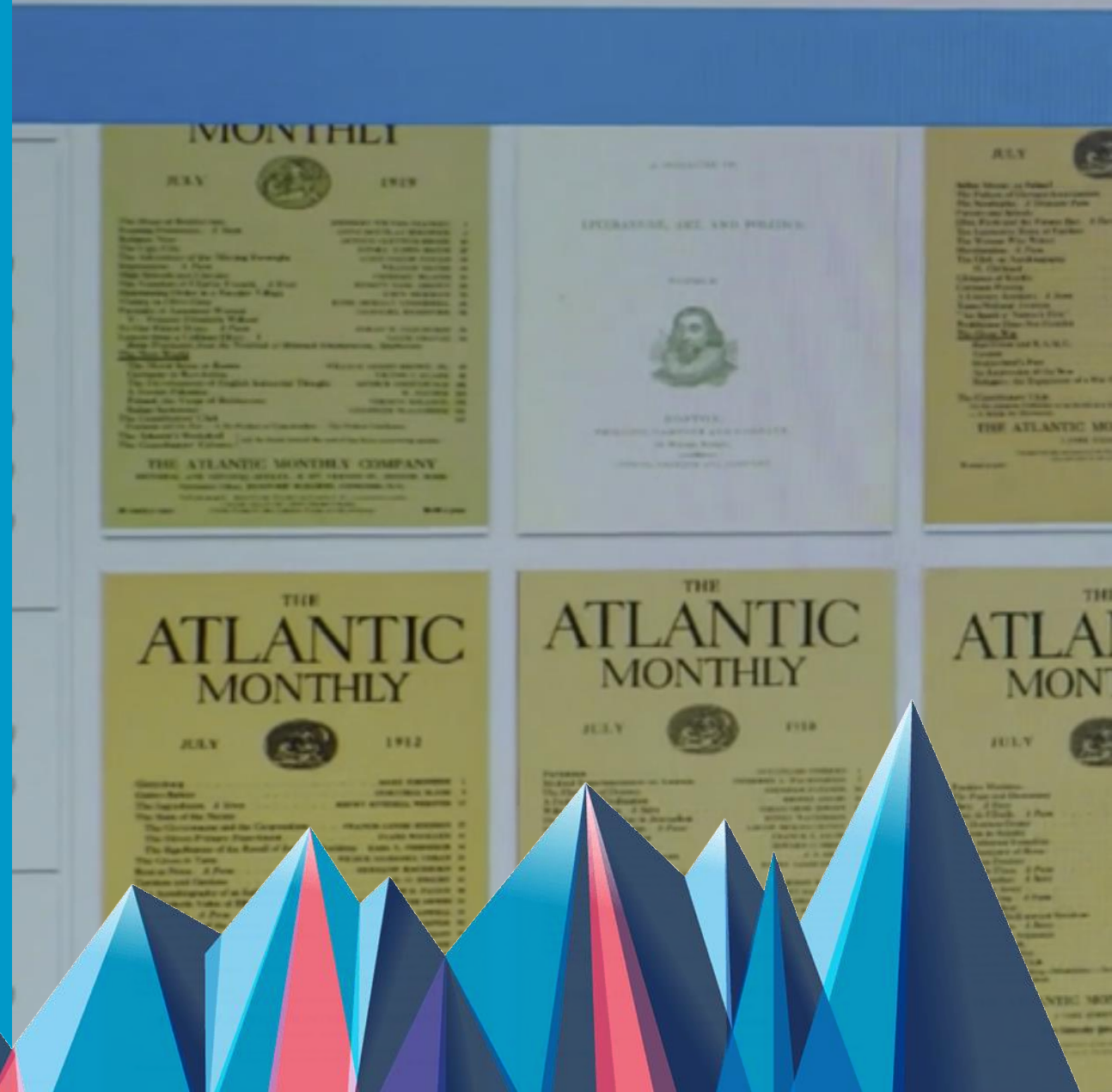
Leveraging AI

By leveraging Azure AI knowledge mining solution powered by Azure Cognitive Search, we could apply a specific AI model that identified the variety of content types and formats in their archive, and by doing so, make it easy to extract insights that can speed and scale the journalistic process.

THE SOLUTION

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.
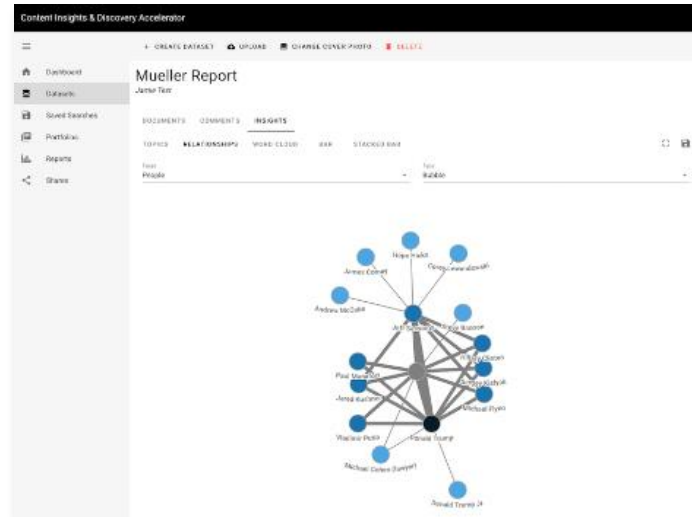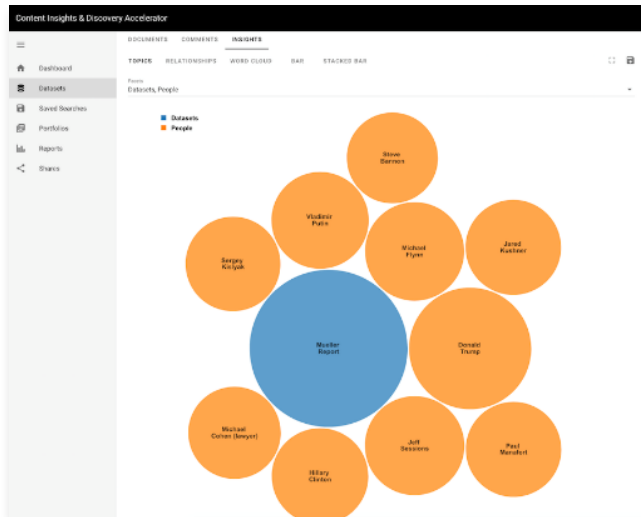
UNLOCK INSIGHTS AND DISCOVER INTELLIGENT CONNECTIONS IN UNSTRUCTURED DATA.

Benefits

The Insights and Discovery Accelerator uses Microsoft AI to speed and scale investigations and research by helping journalists find critical content in a sea of information. Developed with the Microsoft News team, Insights 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.

Insights 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.

Insights and Discovery Accelerator will:

- Intelligently Identify entities; Insights and Discovery Accelerator 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; Insights and Discovery Accelerator 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; Insights and Discovery Accelerator 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, Insights and Discovery Accelerator can recognise people, topics, entities and pull transcripts from both video and audio files.

ENLIGHTEN, IDA & MICROSOFT

Enlighten Designs are a Microsoft Gold partner. Have recently been awarded Microsoft, 2020 NZ partner of the year.
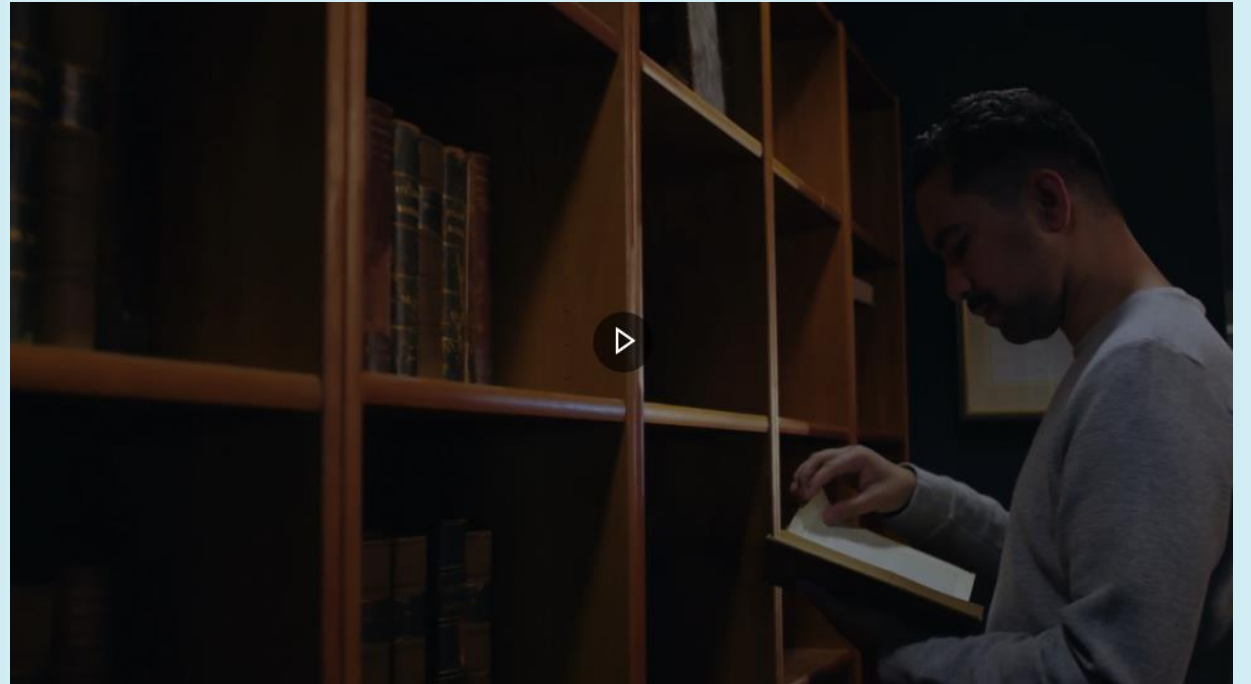
Microsoft Partner | 2020 Partner of the Year Winner
New Zealand

Microsoft Case Study: The Atlantic

Finding insights hidden in 160+ years of archives

Insights and Discovery Accelerator ingests a variety of file formats and then applies custom AI models, OCR, entity extraction, and document classification. We can achieve incredible accuracy in identifying and labelling document segments, entities, and other key components like author, page number, issue, and more.

[Watch the Insights and Discovery video](#)

The Atlantic

Enlighten Designs – World class approach, with a touch of kiwi ingenuity

Enlighten Designs is a proud Microsoft Gold Partner creating high value digital experiences for our clients, their customers and their employees for over 20 years. We are a creative technical agency led by our values of **integrity**, **learning**, **creativity**, **connectivity** and **fun**.

We are engaged across Microsoft with **News Labs/Media and Data Journalism** and **News Teams (US, Europe, South East Asia)**, AI, Corporate and Commercial Communications, Security Intelligence, Azure IoT Security, Responsible Sourcing, Global Diversity and Inclusion, Education Marketing, Public Affairs and Product Marketing.

Our Microsoft SSPA classification status is **SSPA Compliant** and **Highly Confidential** for Data class.

Enlighten was founded on a passion for people and to bring **customer-centric** technology solutions from the shores of New Zealand to the rest of the world for our wide spectrum of clients including **The Associated Press, Nascar, Politico Europe, Amedisys** and **King5**.

enlighten.co.nz