

FLOW AI

A Powerful Multimodal AI That Understands Your Entire Media Library

FLOW AI is a purpose-built, multimodal engine designed to transform how media assets are indexed, enriched, and discovered. Designed for speed, accuracy, and scale, FLOW AI delivers deep analysis across video and audio content, empowering creative teams, broadcasters, and archivists to unlock the true potential of their footage.

Unlocking value from media at scale requires more than just speed, it demands precision, automation, and accessibility. FLOW AI leverages GPU-accelerated processing to extract structured metadata from complex media assets significantly faster than real time.

By combining multimodal AI, including video and audio analysis and natural language processing, FLOW AI automates the indexing of key entities such as faces, logos, scenes, objects, and generates transcripts through speech to text. The result is a highly searchable media library where discovery is driven by intelligent context, not manual input.

Designed with a user-friendly interface and built-in indexing, FLOW AI replaces slow, expensive manual logging with automated metadata extraction. Integrated directly within your MAM, it eliminates hundreds of hours of data entry, reduces labor costs, and turns raw footage into fully searchable, actionable insights in minutes.

Identify individuals instantly.



Tag a name to a face once and it applies everywhere, retroactively.

Name	Detection	Peop...	Lo...	Au...	Scenes
People at work.mp4	1	1			
People at work 2.mp4	1	1			
People at work mutishot.mp4	2	2			

Every face gets detected and tracked across clips and projects.

Feature Highlights

KEY FEATURES & CAPABILITIES

- ▶ **Advanced Video Search**
Hybrid search capabilities offer both semantic or similarity and keyword results to locate specific moments with precision.
- ▶ **Speech-to-Text Transcription**
Index and search spoken content via high-accuracy transcription.
- ▶ **Facial Recognition**
Identify individuals instantly with on-screen bounding boxes without the need for reprocessing.
- ▶ **Scene Detection**
Segment footage into logical shots with descriptive searchable metadata.
- ▶ **Logo Detection**
Track visual brand presence automatically across all video and still image assets with on-screen bounding boxes to track detections.
- ▶ **OCR (Optical Character Recognition)**
Extract on-screen text and graphics from moving video and still images.
- ▶ **On Premise, Secure, No per-usage costs**

ACCELERATED PERFORMANCE, LOCALLY SECURED

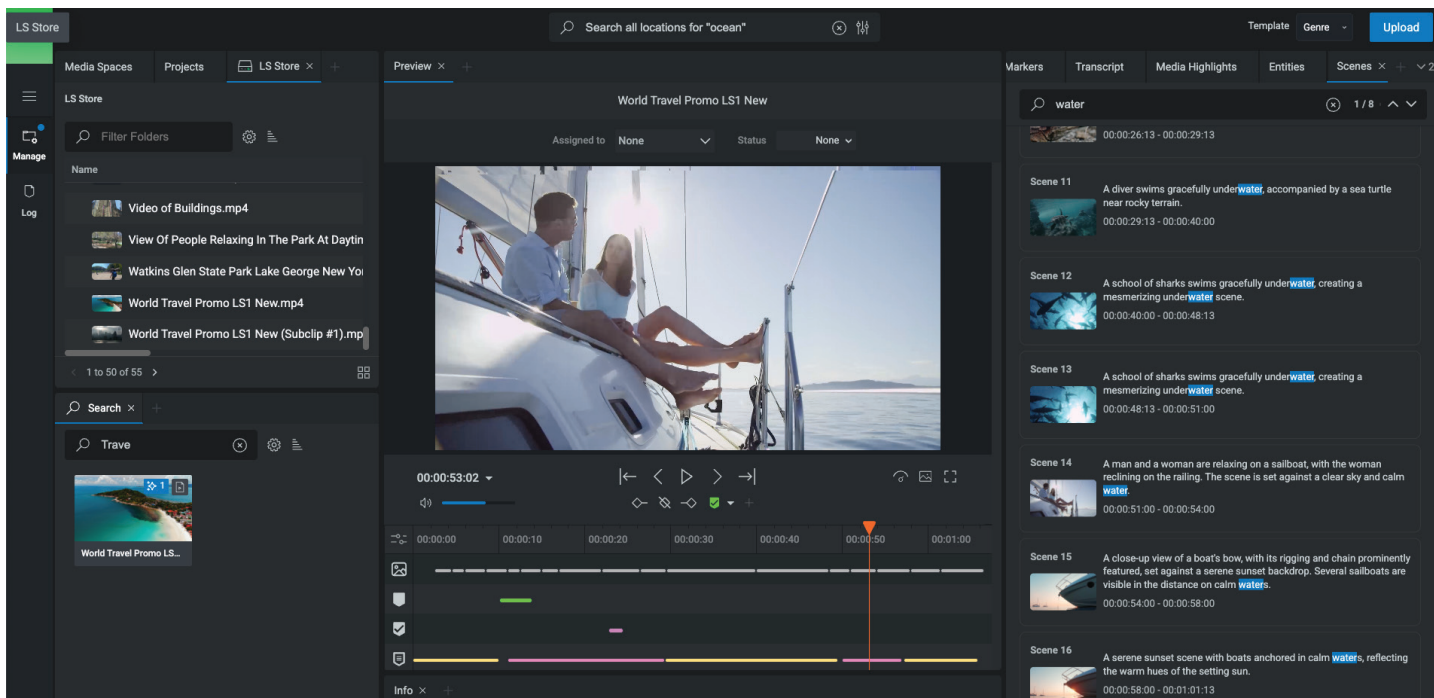
Harnessing the power of FLOW Ultimate AI nodes, FLOW AI utilizes GPU acceleration to deliver high-speed media analysis as high as 10x faster than real-time. By leveraging your FLOW streaming proxies, this processing occurs entirely on-premise at your own facility. This ensures your video and data remain completely secure and are never shared with public AI models, combining elite performance with total privacy and data security.

DESIGNED FOR EVERYONE

FLOW AI features an intuitive UI that requires no technical expertise. It gives every team from, journalists to editors and producers the ability to work smarter.



AI analysis runs faster than real time,
detecting entities, timestamps, and
transcripts as media is processed.



A visual dashboard displays the video panel with key moments marked by timecode.

INTELLIGENT QUERYING MADE EASY

Search across modalities using shorthand syntax:

- ▶ “Lexus” – Find every appearance of the Lexus logo.
- ▶ “Beyoncé” – All shots featuring Beyoncé.
- ▶ “Climate change” – Mentions in spoken dialogue.
- ▶ “Breaking News” – On-screen graphic appearances.
- ▶ “Nike Serena Williams” – Serena Williams wearing Nike-branded gear.
- ▶ “Warmly lit room” – find similar words in a scene such as lighting.
- ▶ “Person” & “Laptop” – Text or video segments containing both concepts.

FLEXIBLE, SCALABLE PRICING

FLOW AI is available in 3 tiers based on your total EFS storage capacity per site under a flat-rate ‘all-you-can-eat’ subscription model. Unlimited usage. No per-use costs. A simple, predictable investment for a fully AI-powered media workflow. Year 1 cost includes GPU hardware & software, year 2+ software only subscription charge

Pricing tiers based on total EFS Storage at Site:

- Up to 499TB
- 500TB - 2PB
- 2PB+

UNIVERSAL ARCHIVE ACCESSIBILITY

Beyond indexing EFS storage, FLOW AI extends its powerful search capabilities to any 3rd-party storage environment through the use of FLOW proxies.

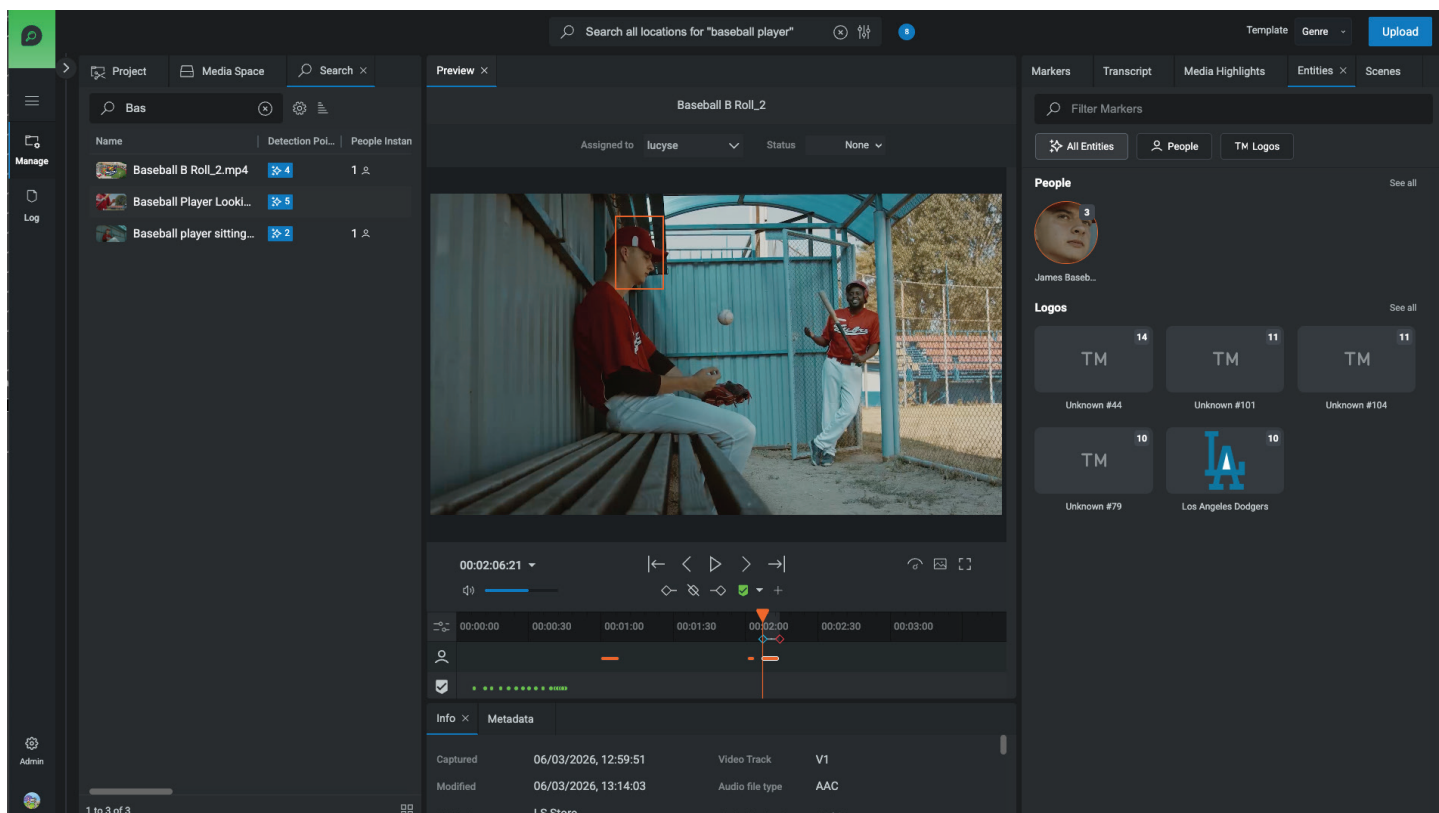
This seamless integration transforms siloed data into a unified, searchable library, effectively opening up your entire media archive to your creative users.

By making every legacy and external asset instantly discoverable, FLOW AI ensures your team can find the perfect content at the right time, regardless of where it resides.

FLOW AI PROCESSING HARDWARE SPECIFICATIONS

- ▶ FLOW AI Server with integrated NVIDIA or AMD GPU
- ▶ EditShare OS
- ▶ Intel Xeon multicore CPU
- ▶ 64GB DDR5 ECC RAM
- ▶ Onboard dual port 10G-BaseT ethernet, other network options available
- ▶ Hardware or software RAID 1 mirrored SSD OS drives

Visual Intelligence in Action



The FLOW AI facial recognition system helps you identify an athlete in the scene.

**FLOW AI. MAKING MEDIA SMARTER, SEARCHABLE,
AND MORE VALUABLE THAN EVER.**

Want to learn more? Please reach out to your EditShare sales representative
or visit our website, linked below.

[LEARN MORE](#)

