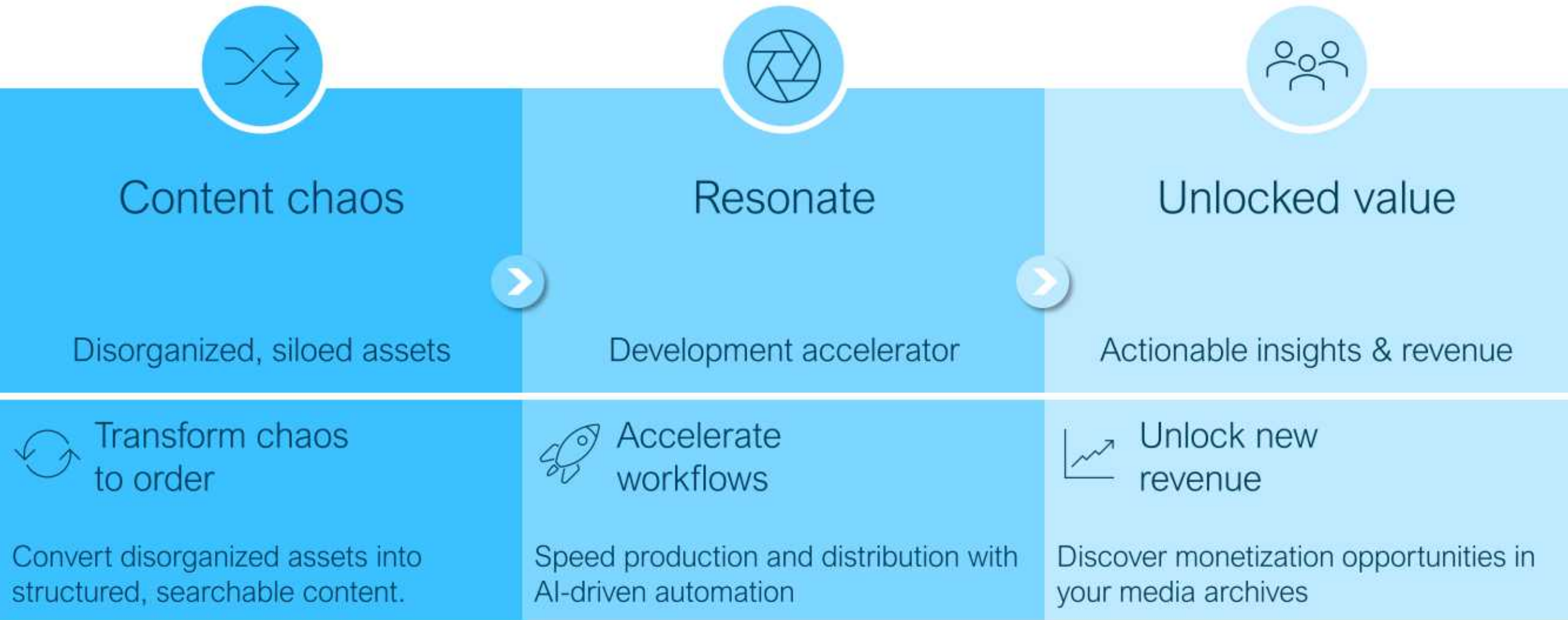# Presidio Resonate

Transform your organization's vast content archives into dynamic, monetizable assets

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Resonate: Your path to intelligent media

Content chaos
Disorganized, siloed assets

Transform chaos to order
Convert disorganized assets into structured, searchable content.

Resonate
Development accelerator

Accelerate workflows
Speed production and distribution with AI-driven automation

Unlocked value
Actionable insights & revenue

Unlock new revenue
Discover monetization opportunities in your media archives

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The challenge of modern media

Organizations across various sectors are grappling with an ever-increasing volume of media assets.

- Videos, audio recordings, and documents

- Assets become disorganized and siloed across disparate systems

- Lack proper metadata for effective search and management and reuse for existing and new business models

The business impact

- **Wasted time:** Hours spent retrieving content

- **Missed opportunities:** Valuable content cannot be repurposed for new initiatives

- **Costly duplication:** Redundant content creation and management

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Introducing
Resonate

Resonate is not an off-the-shelf product, but a powerful solution accelerator.

> A robust framework for business capability development

> Enables deployment of intelligent media management

> Leverages existing infrastructure

Rapid deployment

Quick implementation within existing environments

Infrastructure agnostic

Compatible with various storage systems

Intelligent management

Advanced capabilities for media enrichment

Customizable accelerator

Adaptable to specific organizational needs

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Core workflow

1 Ingestion

Input: Unstructured files (videos, audio, documents, images)
Processing: Connector framework for storage
Output: Raw assets within MediaLake

2 Enrichment

Input: Raw assets
Processing: Video/ audio processing, Bedrock, Nova Premier (LLM)
Output: Enriched data + embeddings

3 Structure & organization

Input: Enriched data + embeddings
Processing: Metadata store, knowledge graph, vector stores
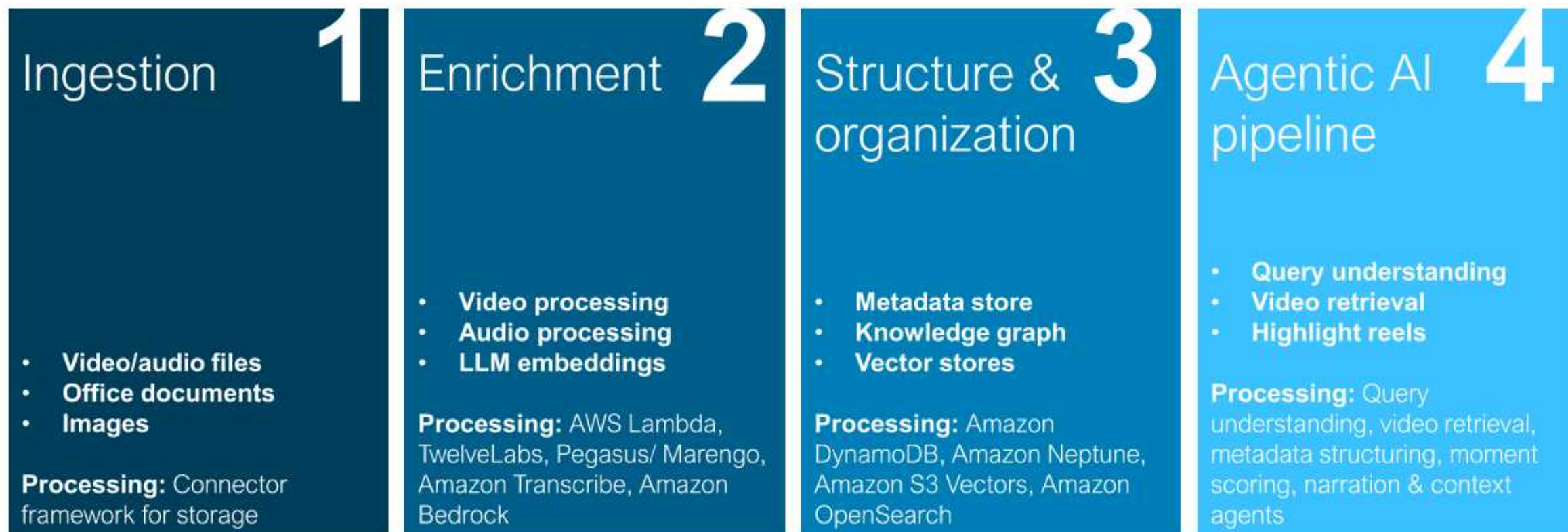**Output:** Structured files organized by metadata types

4 Agentic AI pipeline

Input: Enriched data + embeddings
Processing: Query understanding, video retrieval, metadata structuring agents
Outputs: Reels, search insights

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Technical workflow

Ingestion **1**

- **Video/audio files**
- **Office documents**
- **Images**

Processing: Connector framework for storage

Enrichment **2**

- **Video processing**
- **Audio processing**
- **LLM embeddings**

Processing: AWS Lambda, TwelveLabs, Pegasus/ Marengo, Amazon Transcribe, Amazon Bedrock

Structure & organization **3**

- **Metadata store**
- **Knowledge graph**
- **Vector stores**

Processing: Amazon DynamoDB, Amazon Neptune, Amazon S3 Vectors, Amazon OpenSearch

Agentic AI pipeline **4**

- **Query understanding**
- **Video retrieval**
- **Highlight reels**

Processing: Query understanding, video retrieval, metadata structuring, moment scoring, narration & context agents

Output: Structured files organized by metadata types (Technical, Descriptive, Administrative, Rights)

AI-driven intelligence

Transforming media management through advanced capabilities

Resonate's advanced AI-driven enhancements transform content management into an intelligent, adaptable solution.

Metadata harmonization: Establishes a unified schema with versioning across various content formats, ensuring consistency and interoperability of metadata.

AI-based rights & safety: Automates content moderation and compliance checks, safeguarding content rights and ensuring adherence to regulatory standards.

Multi-channel delivery: Automates the process of packaging content for publishing across multiple digital channels, accelerating distribution workflows.

Cross-modal search: Connects all content types through contextual understanding, moving beyond keyword matching to enable semantic search capabilities.

Agent workbench: Provides no-code tools for deploying custom AI agents (MCP, Claude), empowering users to create tailored automation solutions.

Analytics layer v2: Offers vertical-specific dashboards for deeper insights, enabling more targeted analysis and decision-making.

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Vertical: Sports teams & leagues

Strategic positioning: Resonate transforms sports organizations' content management, delivering:

- ☑ Immediate insights from game footage
- ☑ Enhanced fan engagement
- ☑ Monetization of content archives

Performance analysis

Transform game footage into actionable player insights:
- Sprint speed metrics
- Positional heatmaps
- Fatigue level tracking
- Tactical adjustments

Fan content creation

Engage fans with personalized experiences:
- Live sentiment analysis
- Automatic highlight clips
- Interactive viewer polls
- Increased watch time

Archive monetization

Unlock value from historical content:
- Ad-supported highlights
- Tournament recap packages
- Subscriber-only content
- Brand partnerships

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Use case: Player performance analysis

Resonate's Analytics Agent transforms how sports teams analyze player performance, enabling data-driven tactical adjustments.

Key benefits

Immediate insights for coaches

Faster tactical adjustments

Post-game performance evaluations

Key performance metrics

Sprint speed
30m spring 4.18S

Positional data
Precise movement tracking

Fatigue levels
Fatigue 88%

Balance & agility
Balance 89.9°

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Use case: Automated social content

Resonate transforms eSports broadcasts by connecting gameplay with fan sentiment, creating personalized experiences that boost engagement.

Key benefits

Reduced time-to-publish
Automated detection and preparation

Trend capitalization
Publish during breaking events

Platform optimization
Formatted for TikTok and reels

Audience engagement
Short-form content drives higher engagement

Highlight agent workflow

Long-form content
Live events or extensive recordings

AI analysis
Highlight agent processing

Optimized clips
Short-form, TikTok-ready content

Use case: Fan engagement in eSports

Resonate transforms eSports broadcasts by connecting gameplay with fan sentiment, creating personalized experiences that boost engagement.

Key benefits

Richer interaction
Deeper fan engagement

Audience insights
Data on fan preferences

Increased watch time
Longer viewer sessions

Higher revenue
Ads and merchandise

The engagement pipeline

Live gameplay analysis
Agentic AI pipeline analyzes gameplay events in real-time

Live gameplay analysis
Agentic AI pipeline analyzes gameplay events in real-time

Highlight creation
Automatically creates highlight clips of exciting moments

Live gameplay analysis
Triggers viewer polls and interactive experiences

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Vertical: Media

Strategic positioning: Resonate delivers specialized solutions for media companies managing vast content libraries in an evolving digital landscape.

Key challenges

- **Content chaos:** Disorganized assets across systems
- **Workflow delays:** Manual processes slow production
- **Compliance risk:** Evolving regulations require constant monitoring

Resonate solutions

- Content library management: Transforms disorganized assets into structured libraries
- Workflow acceleration: Automate content processing and delivery
- Compliance management: Ensures adherence with regulations

Business impact

- Enhanced discovery
- Faster time-to-market
- Content repurposing

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Vertical: Gaming

Strategic positioning: Resonate transforms disorganized gaming assets into high-performance content libraries.

- ☑ Organize assets for rapid deployment
- ☑ Enhance community engagement

Key sales angles

User-generated content	Development assets	Community engagement
Manage in-game clips, screenshots, and community content.	Organize art, audio, and code for efficient development.	Connect gameplay with fan sentiment for interactive experiences.
• Content moderation • Rights management	• Asset tracking • Version control	• Live analytics • Interactive content

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Vertical: Universities

Strategic positioning: Resonate provides a tailored solution for educational institutions, helping them organize and utilize their growing media assets.

☑ Resonate helps universities transform unstructured content into organized, discoverable assets.

Research data organization

- Organize thesis materials
- Track research metrics

KEY BENEFIT:
Enhanced research productivity

Educational content management

- Streamline course materials
- Version control for syllabi

KEY BENEFIT:
Consistent educational experiences

Alumni engagement

- Create personalized highlights
- Automate event coverage

KEY BENEFIT:
Stronger alumni connections

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