

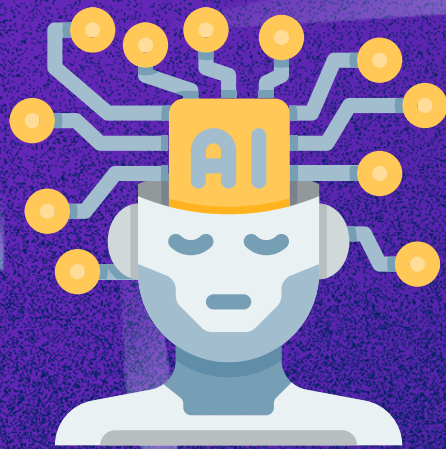


# AI IN DAM

## What is AI in DAM?



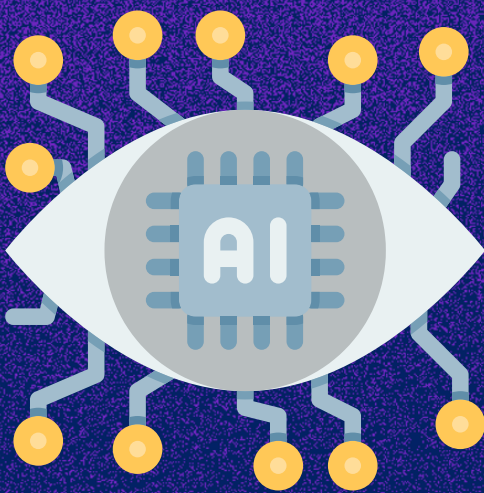
AI plays a crucial role in advancing metadata management, improving search and discovery processes, and optimizing workflow and automation.



## Benefits of AI



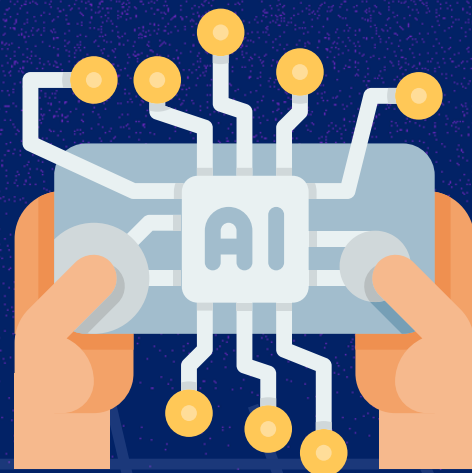
- **Smart Search**
  - Organizes and filters content, ensuring easy access compared to traditional systems.
- **Metadata Management**
  - Generates precise metadata, saving time and enhancing asset organization for quick retrieval.
- **Improved Search and Discovery**
  - Uses techniques like Natural language processing (NLP) and Machine Learning (ML) to enhance search precision by understanding user queries, context, and intent.



## Challenges of AI



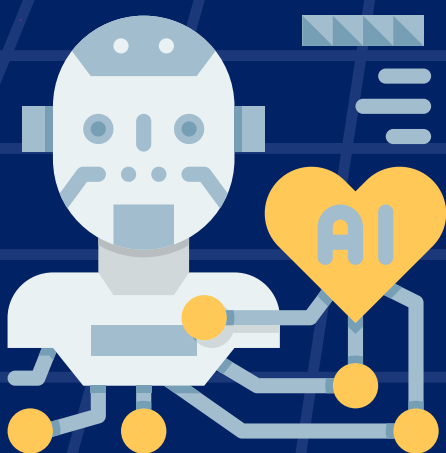
- Precision of auto-tagging suggested keywords
- Support from leadership
- Ensuring Data Privacy and Security,
- Addressing Algorithm Bias and Fairness
- Users might need to embrace new workflows and interfaces
- Organizations might need to allocate resources for user training and change management.



## AI in DAM: Future Trends



- Enhanced metadata generation and management
- AI image generation
- DAM virtual assistants
- Improved tagging and classification
- AI-powered personalized content recommendations



## Examples of AI in DAM



- AI Auto-Tagging
- Facial Recognition
- Speech-To-Text Conversion
- Image Similarity Search

