



## **Content Recognition Capabilities**

Content recognition is a key enabler of digital transformation. It translates unstructured content like documents, images, audio and video into structured digital data that can be processed and analyzed. The main capabilities are:

### **OCR (Optical Character Recognition)**

OCR extracts text from images of printed materials like scanned documents, PDFs, and photographs. It converts the images into editable and searchable data. OCR is highly accurate for typed and printed content but less accurate for handwriting.

### **Image Recognition**

Analyzes visual content like photographs and video frames to detect, classify and tag objects based on attributes like color, size and shape. Use cases include security, manufacturing inspection and self-driving vehicles. Image recognition leverages neural networks trained on tagged images.

### **Audio Recognition**

Transcribes audio content like call center recordings into machine-readable text for analysis. Also enables voice-based user interfaces like Alexa. Accuracy continues to improve but background noise can still interfere. Neural networks are trained on huge labeled datasets.

### **Data Recognition**

Parses unstructured data like text documents and classifies it into defined categories and fields for downstream processing. For example, identifying key data elements in an invoice like date, amount due, PO number. Models are trained on labeled datasets.

In summary, content recognition is a crucial capability in digital platforms. It digitizes analog and unstructured content into data that can drive workflow automation, generate insights through analytics, and enhance decision making via AI. Adoption continues to increase as accuracy improves through advances like deep learning.