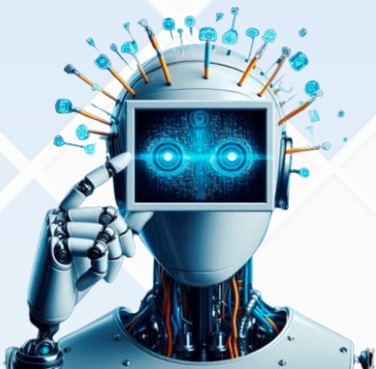Media AI Innovations

AI-Powered Video Intelligence & Video Processing

Outcome Driven, Technology Powered, Data Enabled

GYRUS AI

Introduction to Gyrus AI

Vision AI company Developing Ready to Deploy AI/ML Models for Video Processing and Video Analytics.

Gyrus Vision AI Solution for Smarter Video Processing

1 Intelligent Media Search

AI + Knowledge Graph Powered Multimodal Media Search for media asset discovery.

2 In-Scene Advertising

Fully Automated Intelligent Ad insertion that Blends Seamlessly.

Founded
Incorporated in 2018 in the USA by industry veterans and serial entrepreneurs.

Headquartered
Headquartered in Santa Clara, CA with R&D offices in Bangalore & Hyderabad, India.

Locations
R&D teams in US & India, sales presence in the US, Europe, Brazil, Japan, & China.

Customers
20+ customers across US, Brazil, UK and Japan.

GYRUS AI

GYRUS AI

INTELLIGENT MEDIA SEARCH

SIMPLIFYING CONTENT DISCOVERY & MANAGEMENT.

✅ No Manual Tagging.

✅ Action Embeddings.

✅ Semantic Knowledge Graphs.

Cloud API   **On Premise**   **Edge**

Seamless Deployment

> In a world where content is exploding by the second, the real challenge isn't storage... it's discovery!

Keyword Search is Outdated

Relies on Manual tagging, Slow & Rigid. Often misses critical information

LLMs Guess / Hallucinates

Understand language but miss visual context and lacks domain specific understanding.

Hidden Information

Inefficient search hides valuable content, Making knowledge extraction & content discovery difficult

GYRUS AI

Solution - AI + Knowledge Graphs

Knowledge graphs organize video summaries, audio transcripts, metadata into connected, searchable networks.

01

Automatically map video content into rich, interconnected knowledge graphs, enabling deep semantic search and discovery - not just keywords, but real meaning.

02

Helps understanding user intent, mapping related content, and delivering deeper, more contextual results across massive datasets.

Graph RAG Search

Automated. Accurate. Contextual Results

🔍 Who scored the winning goal for Rel Mandrid?

🔍 Who scored the winning goal for Rel Mandrid?

Response:

Jude Bellingham scored the winning goal for Real Madrid.

Source Video & Timestamp:

Vinicius Jr. steals the ball and starts the attack
01:17:48.291

Vinicius Jr. lifts the ball over the goalkeeper
01:18:02.614

Jude Bellingham taps it in to score
01:18:05.673

No Manual Tagging/Metadata Needed
Save hours with instant, tag-free, and metadata-free search.

Embedding Generation
AI-driven search unlocks deeper insights by understanding scenes, actions, and context.

Semantic Knowledge Graph
Enhance content discovery by connecting real-world relationships and uncovering hidden meaning.
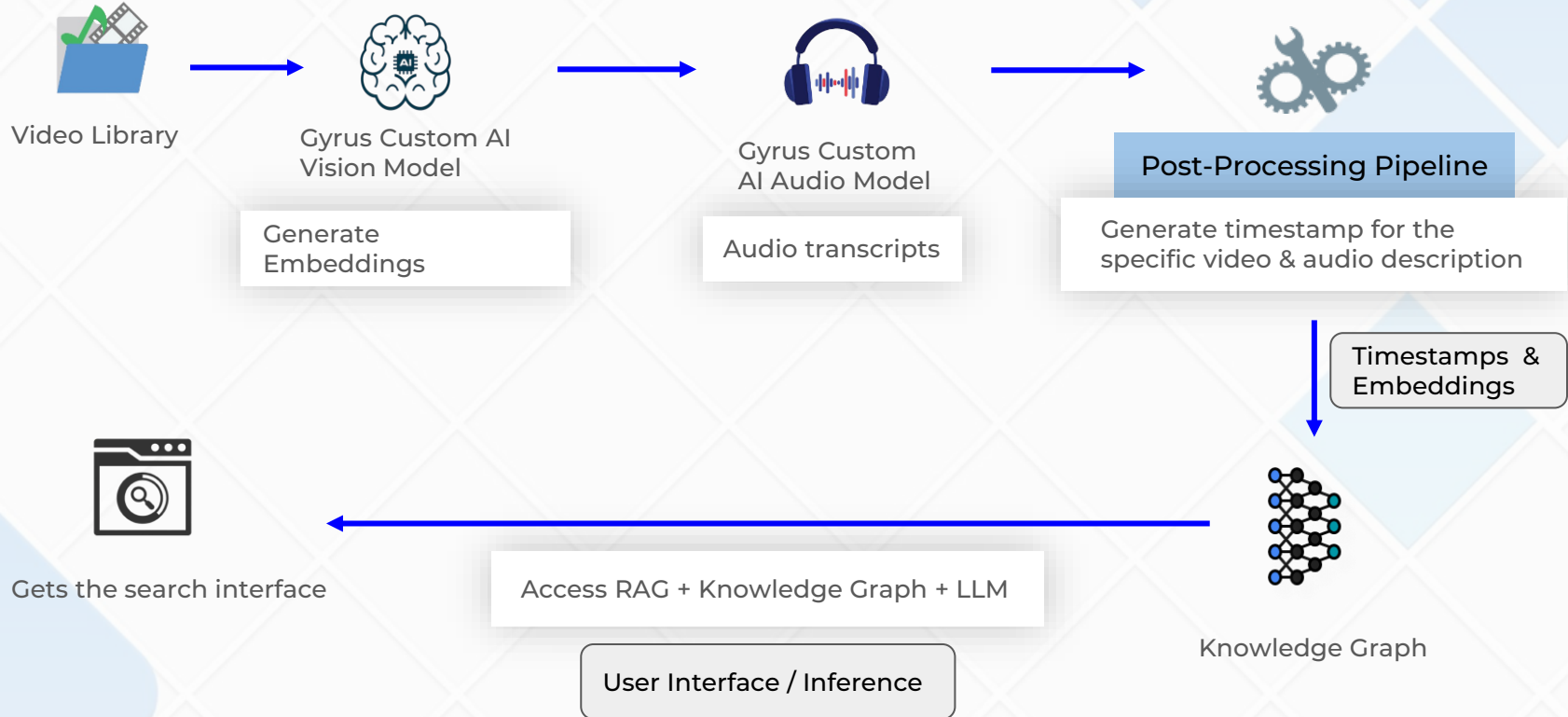
Verifiable & Explainable
Every result is transparent, with clear reasoning behind the search outcome.

Domain-Specific Understanding
Customizable per industry for highly relevant and precise results.

Integrated Vision-Language Model Workflow

Video Library

Gyrus Custom AI Vision Model

Generate Embeddings

Gyrus Custom AI Audio Model

Audio transcripts

Post-Processing Pipeline

Generate timestamp for the specific video & audio description

Timestamps & Embeddings

Knowledge Graph

Gets the search interface

Access RAG + Knowledge Graph + LLM

User Interface / Inference

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Benefits of Gyrus Custom Vision Language Model

On Premise

Fully deployable on your own infrastructure for complete data privacy and control.

*Can be Deployed on Cloud/Edge

Lightweight & Low Cost

Compact models that run on lightweight Nvidia Graphic Card efficiently with minimal compute.

No Tagging

Eliminates the need for manual tagging - search works out-of-the-box using AI-generated insights.

Custom Multi-Modal Approach
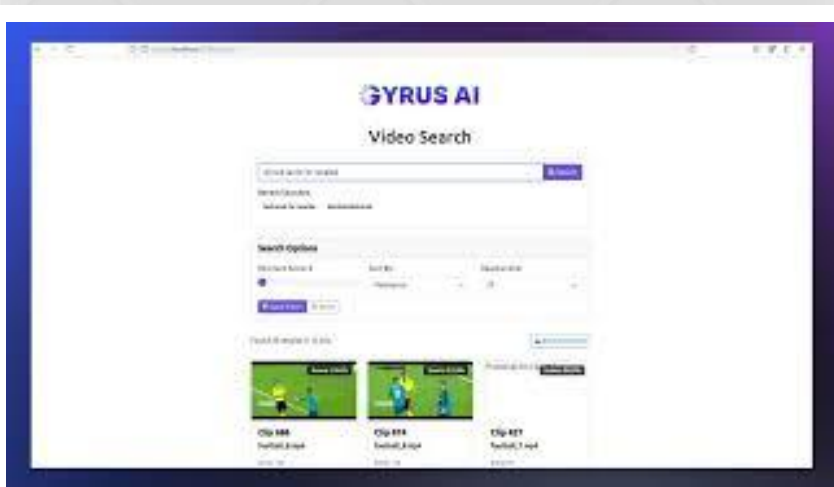
Designed to map texts to video tags.

Search Interface

Intuitive UI for quick and precise media discovery using natural language queries.

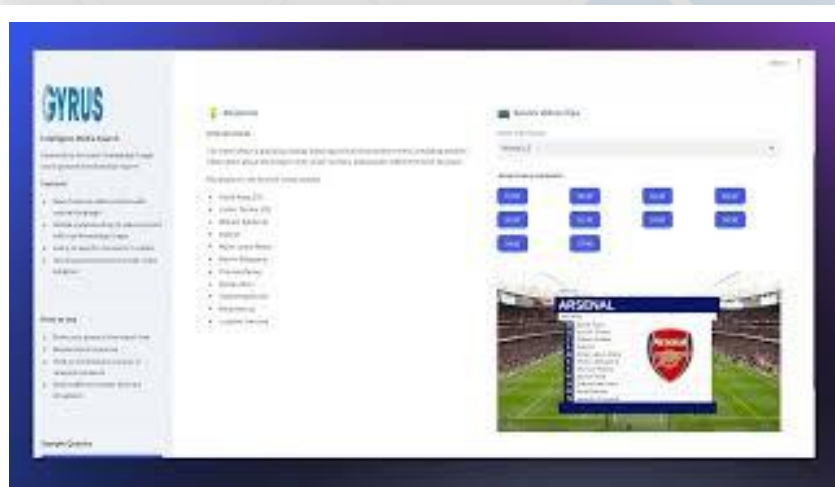## Detailed Video & Audio Descriptions

Generates detailed, meaningful descriptions not biased towards either video or audio.
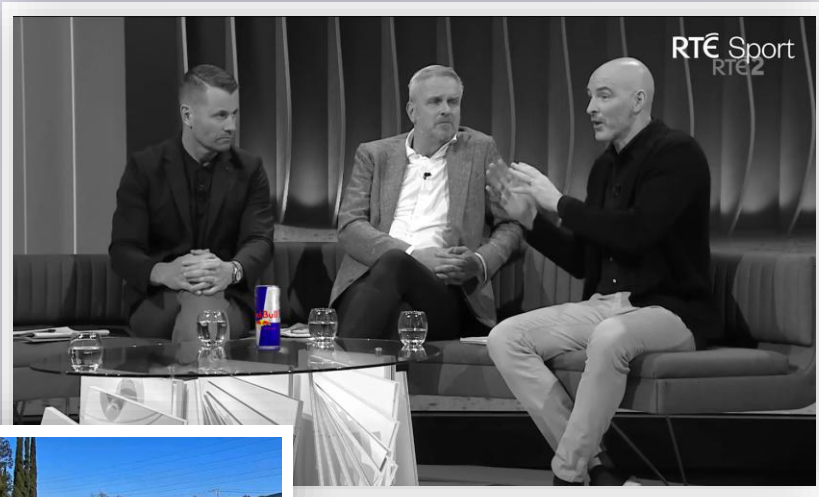
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01 Demo Video - Media Search with Embedding

02 Demo Video - Media Search with Knowledge Graph

IN-SCENE AD PLACEMENT

INTELLIGENT AD OVERLAYS THAT BLENDS SEAMLESSLY.

✅ **NON-INTRUSIVE**   ✅ **CONTEXTUAL**   ✅ **DYNAMIC & STATIC**

Smart Ads, Seamless Integration.

In-scene Ad Placement

Intelligent Ad Overlays That Blends Seamlessly.

- ✓ Non-Annoying Ads
- ✓ Relevance in the context
- ✓ Dynamic & Static
- ✓ Revenue Stream for Creators

01

SMART AD PLACEMENT

Auto detects optimal placement areas within the video (billboards, surfaces, etc)

02

NON INTRUSIVE

Non-annoying ads that blend seamlessly with the scene.

03

DYNAMIC & STATIC

Perfect precision in 2D and 3D ads and object placement.

04

VIEWER EXPERIENCE

Increased Viewer QoE and QoS with Subtle, smart, effective ads.

05

DRIVE AD REVENUE
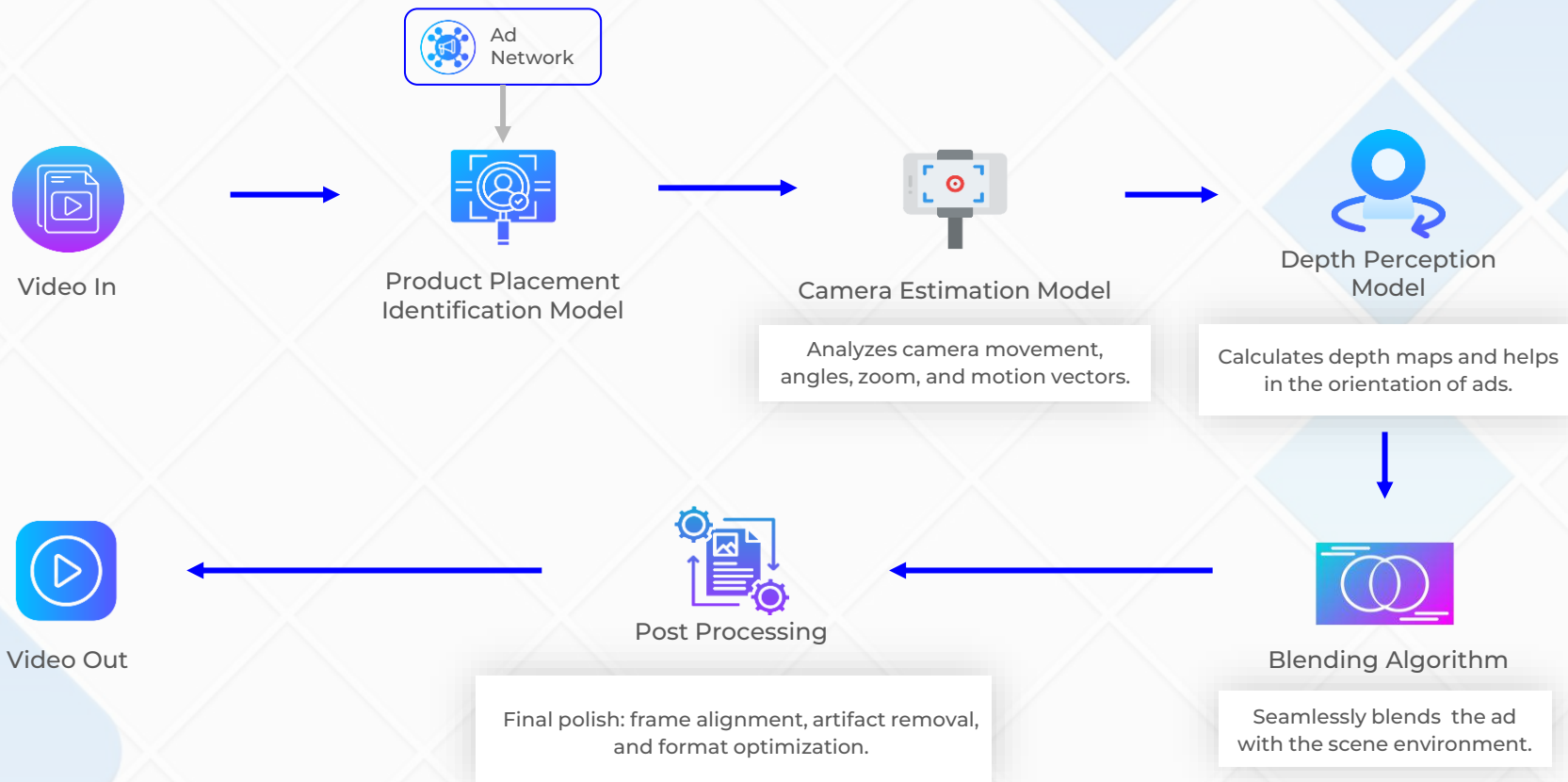
Maximizing Ad Revenue Without Interrupting the Game.

06

FULLY AUTOMATED

Fully automated & customizable with no manual intervention required.

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How In-scene Ad Placement Tech Works

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In-Scene Ad Placement Model Workflow

Ad Network

Video In → **Product Placement Identification Model** → **Camera Estimation Model** → **Depth Perception Model**

Analyzes camera movement, angles, zoom, and motion vectors.

Calculates depth maps and helps in the orientation of ads.

Video Out ← **Post Processing** ← **Blending Algorithm**

Final polish: frame alignment, artifact removal, and format optimization.

Seamlessly blends the ad with the scene environment.

01 Demo Video - Redbull Ad Placed on the Ground

02 Demo Video - Redbull Ad Placed on the Wall

Demo Video- 3D Product Placement on the Table

Non-Annoying Ads ✅

Better engagement of viewers ✅

Relevance in the context ✅

Longer Time on Screen ✅

New Revenue Stream for Creators ✅

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Video Processing Made Smart & Easy

3 EASY STEPS TO START

✓ **DEMO**
Experiment with our own set of videos

✓ **PILOT**
With a certain set of the customers' videos to do an assessment of our solution.

✓ **DISCUSSION**
On business & revenue partnership

Let's Discuss Your Specific Requirements

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