DIGITAL COLLECTIONS
CUSTOMER DAYS 2017
Artificial Intelligence, Semantic Data & Distributed Content

DAM TRENDS 2017

Tim Strehle, Digital Collections Developer & Product Manager

@tistre
DAM WEBSITES

DAM News
digitalassetmanagementnews.org
@DAMNEWS

Planet DAM
planetdam.org
@PlanetDAM

More links:
strehle.de/q/damr
FLYING SAUCERS FOR EVERYBODY!

Within ten years you may be commuting by plastic saucer, flying from your backyard.

By Frank Tinsley

SAUCER rises vertically, flies conventionally.

YESTERDAY’S TRENDS

“1954—Flying-saucers-for-Everybody” by James Vaughan is licensed under CC BY 2.0
MOBILE, RESPONSIVE DESIGN
UX, USABILITY
PORTALS / MARKETING DAM SYSTEMS
Deutschlandspiegel 490/1995

1995

Schnitt 1:
Start bei 0:04:48.20
Ende bei 0:04:48.20

Schnitt 2:
Start bei 0:04:48.20
Ende bei 0:06:34.23
FULL-TEXT SEARCH
based on Lucene, Solr, Elasticsearch
ARTIFICIAL INTELLIGENCE (AI)

SHALL WE PLAY A GAME?

“The Edge of Gamification” by Steve Jurvetson is licensed under CC BY 2.0
AI: IMAGE RECOGNITION

Amazon Rekognition, Clarifai, Google Cloud Vision, Microsoft Cognitive Services (Vision)
AI: MORE...

- Entity Recognition in texts (places, people, organizations)
- Voice recognition (audio and video transcription)
- Scene detection (video)
- Deep Learning software development kit: TensorFlow
AI: USE CASES

- Save time when assigning keywords (fully automated, or suggestions)
- Offer new search options (emotion)
- Find related content across disparate content sources (news, archives, external sources)
- Link to maps, Wikipedia…
“Panama Papers et Neo4J #1” by François Pelletier is licensed under CC BY 2.0
In addition to fixed, common DAM data structures (assets, files, rights) …

… allow for custom, structured data, like products, campaigns, organizational structures, publications and editions,

which can be flexibly linked to each other and to assets,

no coding required (just configuration).

see blog posts Schema flexibility for power users and It’s content, not just DAM metadata
DISTRIBUTED CONTENT
Use the DAM not just for searching content stored in and managed by the DAM system, …

… but also as a search engine for external content stored within Google Docs, Dropbox, Facebook, or external content sources like Getty Images.

see blog post Distributed DAM: From silo to search engine
BETTER APIS, MODULARITY
BETTER APIS, MODULARITY

• “Headless CMS”, “API first”, separate the UI from the data store / backend

• Modular, decoupled, extensible, customizable system architecture (microservices, “serverless”)

• Self-Contained Systems: UI integration using links, iFrames, Web Components

• Standards for content exchange: CMIS4DAM, Linked Data?

• see blog posts System architecture: Splitting a DAM into Self-Contained Systems and RDF and schema.org for DAM interoperability