Imagica Robot Holdings Inc.

NEWS RELEASE

SDI Media and GrayMeta Team Up to Bring AI to the Entertainment Supply Chain

SDI Media, -Imagica Robot Holdings Inc's consolidated subsidiary - and GrayMeta have announced a strategic, collaborative partnership to develop innovative, AI/machine learning solutions to enable the creation of intelligent metadata for the localization and distribution of media content.

The collaboration connects GrayMeta's innovative approach to automated metadata solutions, with SDI Media's expertise as the leading provider of localization services to content owners, broadcasters, and digital platforms around the world. Together, GrayMeta and SDI will evaluate and test new technologies, and explore opportunities for data mining and automation. The companies intend that their combined strengths will realize tangible benefits for entertainment and broadcast customers out of the conceptual promise of AI/machine learning.

"I am excited by GrayMeta's ability to harness the very best thinking around AI technologies within the GrayMeta Platform," said Scott Rose, Chief Technology Officer of SDI Media. "We know that good localization depends on talented language experts, and we are committed to automating tasks that do not truly require a creative (human) decision so that our people can focus on quality and we can improve time-to-market for our customers. This meeting-of-the-minds can accelerate SDI beyond what we are doing with our development of automation technology."

"It is great to be partnering with SDI Media to elevate what GrayMeta can offer to entertainment and broadcast companies," said Josh Wiggins, GrayMeta's Chief Commercial Officer. "They offer an unparalleled opportunity to provide real-world validation and feedback on the potential for machine learning and metadata creation. By leveraging their knowledge of all geographies and distribution outlets, we can accelerate the development of GrayMeta's technology and focus on specific applications for the content supply chain."

MAGIC FACTORY imagica robot group

"We will continue to invest in smart systems and cloud-based applications to create the speed and transparency our customers need to meet the demands of our evolving marketplace," added Mark Howorth, CEO of SDI Media. "But by partnering with GrayMeta, SDI hopes to extend our service solution beyond the traditional boundary of localization – that is, the delivery of the sub/dub file – and help our customers extract previously unrealized value from their media assets through their entire distribution supply chain."

Scott Rose and Josh Wiggins were panelists for the "Automating the Content Supply Chain" session at the invitation-only Sky Tech Summit held in London on September 12, 2017.

Visit GrayMeta and SDI Media at IBC in Amsterdam, September 15-19, at one of the following booths:
Hall 15, MS1; Hall 5, C80; Hall 8, C21

About SDI Media
SDI Media is the world's leading localization provider of dubbing, subtitling, and media services, utilizing the largest owned and operated network of recording studios worldwide. SDI Media offers clients an end-to-end localization solution for theatrical, broadcast, digital, interactive, and new media platforms using a comprehensive suite of customizable localization applications.
With over 40 years of experience delivering translated content to global platforms, SDI Media continues to be the most trusted localization partner worldwide. For more information about SDI Media, please visit www.sdimedia.com

About GrayMeta
GrayMeta™ dramatically improves efficiencies by automating the creation of metadata with an innovative approach to extracting rich metadata from digital assets across the enterprise. The GrayMeta Platform offers the freedom to extract, create, curate and store intelligent metadata – making assets more searchable, across more applications and turning hidden data into actionable information. For more information about GrayMeta, please visit www.graymeta.com

For additional information please contact Corporate Planning Dept. at +81.3.6741.5742 with press inquiries.