



**MACHINE
INTELLIGENCE
GARAGE**

Artificial Intelligence for Visual Arts and Media - a Creative Industries Showcase

Thursday 29th of April 2021

Introducing the creative industries showcase

Artificial intelligence has the potential to drastically change the creative industries, to accelerate new possibilities and push the boundaries for visual arts and media.

This online creative industries showcase will demonstrate the impact and learnings that AI offers the sector. It will be brought to life as we shine a spotlight on 11 leading Machine Intelligence Garage startups all with market ready solutions.

Please sign up to the event following [this link](#).

In the lead up to this event this guide provides a quick intro to each of the pitching startups.

For more information and to register visit www.migarage.ai

Machine Intelligence Garage: Creative cohort Demo Day companies

AWAYTOMARS



HUMAIN
HUMAIN



MetaLynx.

Zetamotion

AWAYTOMARS



Rising star

London

Pre-revenue

www.awaytomars.com

Team of 3

Description

AWAYTOMARS is an online platform that brings a new format for connections within the fashion industry: a disruptive model, giving to people total control over the value chain, building a fair and strong relationship.

AWAYTOMARS is a collaborative platform to promote design-thinking, co-creation and profit sharing.

Primary technology

Deep learning
NLP
Audio and speech analysis
GANs

Traction

500+ Co-created product
200k Revenue in 2019
7 Major collaborations
with luxury brands

Target customers

- YOOX - YNAP
- ASOS
- H&M Group
- FARFETCH
- MODA OPERANDI
- KERING Group
- LVMH Group



BREATHE MUSIC



Rising star

Wales

Pre-Revenue

breathemusic.co.uk

Team of 6

Description

Breathe Music enables the missing links to be made - unlocking revenue and making sure creators get paid.

Its current minimum viable product is an AI which takes a recording of music and matches a live song or a cover version of a song to the original. Unlike current solutions, it is highly agile. Breathe Music focuses on the work (song) rather than the recording. It identifies the essence of the song; however it is manifested. In addition, it can now identify songs when there is no actual recording available.

The Breathe Music solution is for music rights owners, the music industry's collective management organisations, as well as venues and digital service providers. It ensures music is identified and provides evidence it was played.

Primary technology

Deep Learning

Traction

Significant **Innovate UK Smart Funding** and collaboration with **QMUL** (Centre for Digital Music)

Target customers

- Spotify
- Google
- YouTube
- Facebook
- TikTok
- Fortnite
- PRS
- PPL
- SOCAN
- SESAC
- Sony Music
- Universal Music



**Solid
Solution**

Brighton

Revenue Generating

charisma.ai

Team of 7

Description

Charisma.ai powers interactive stories that enable audiences to build relationships with characters and engage with the storyline.

Unique differences include:

1. Charisma.ai is easy to use for writers, allowing them to focus on creative excellence and compelling stories
2. Charisma.ai immerses audiences inside stories, so they can talk to characters voice-to-voice, and influence the progress of the storylines as a result
3. The team collaborates with television producers, networks and creators to support the production process, enabling users to have full control of their brands.

Primary technology

**Deep Learning
NLP
Reinforcement
Learning**

Traction

**Signed deals with
BBC, Sky and
WarnerMedia in
the US**

Target customers

- Sky
- Warner Media
- NBCUniversal
- BBC Studios
- Channel 4
- Netflix
- Amazon
- WPP
- Vivendi
- CanalPlus



Rising star

London

Pre-Revenue

www.deepreel.com

Team of 3

Description

DeepReel aims to tackle the two problems with dubbing with a single solution.

Its solution uses the technology behind Deepfakes to create a positive impact. Using state-of-the-art algorithms in computer vision and speech processing to recreate the screen actors' lip movements and voice that match the dialogues in different languages. The team aim to automate the entire video dubbing process using the power of artificial intelligence.

DeepReel's cloud-based platform will allow media localisation companies to manage the entire dubbing process on the cloud. The platform, which can be accessed directly on the web and requires no software installation, allows different teams to work together on dubbing projects either remotely or in studio settings.

Primary technology

Deep Learning
NLP
Audio and Speech
analysis
GANs

Traction

Fully developed their
prototype

Potential pilot
with a Spanish
production studio

Target customers

- Iyuno Media Group UK
- Voice and Service International
- Dubbing Brothers
- Deluxe
- Adrenaline Studios / Voice Archive
- SDK Studios
- Liquid Violet Studios
- BigMouth Studios
- Netflix UK
- Amazon Studios UK



Rising star

London

Pre-Revenue

envsion.io

Team of 5

Description

EnVSION uses AI to help organisations make their videos searchable to deliver superior content retrieval and unlock new monetisation opportunities.

The EnVision platform offers new ways for videos to be discovered and retrieved at scale. To achieve that the team holistically understand content, structure and composition using its proprietary AI technology. By enriching videos through the platform, businesses can unlock more value from their assets, improve the experience for their audiences and create new monetisation opportunities.

Primary technology

Deep learning NLP
Audio & speech
analysis
Computer vision

Traction

15 beta customers for
EnVSION Studio

2 ongoing pilots for
EnVSION Core

Target customers

- Eventbrite
- Hopin
- GoToMeeting
- HeySummit
- Bizzabo
- BlueJeans
- Cvent



AI to enable human creativity



**Solid
Solution**

London

Product/Revenue generating

www.feedforwardai.com

Team of 5

Description

FeedForward builds AI to enable human creativity in music and media. Its flagship product is Figaro, the intuitive music search and metadata engine, powered by machine learning (ML).

Figaro Metadata Management uses ML to understand the unique way each catalogue applies descriptive search terms to music, enabling automatic tagging of new tracks added to the catalogue. By learning and applying a client's specific taxonomy, rather than a one-size-fits-all approach, Figaro saves hours of time usually spent manually tagging tracks whilst preserving years of all-important human understanding and control over the tagging process. It gets smarter over time, continuing to refine its understanding of the way each catalogue describes music. Figaro identifies tracks that may be mistagged according to the definition of a tag. This makes it easy to constantly improve metadata across large catalogues.

Primary technology

**Statistical learning
Deep learning
Audio & Speech
analysis
GANs**

Traction

**Ongoing contract
with **Universal
Production
Music** and a sync
catalogue for a
large label**

Target customers

- Warner Music
- Sony Music Entertainment
- EMI
- BBC
- Disney
- Epidemic Sound
- Spotify
- Deezer
- FUGA
- Amazon Music

HUMAIN HUMAIN



**Solid
Solution**

Belfast

Product/Revenue generating

humain-studios.com

Team of 15

Description

Humain develop digital humans for world-leading technology and entertainment companies such as Microsoft, Google, and Activision.

Humain used its industry leading experience in digital human facial construction and the research from its world-renowned Chief Scientific Officer in the Facial Action Coding System to create and develop very high-quality databases of synthetic data as training material for our deep learning networks. Using an image as input, Humain can reconstruct a AAA quality face and create probable facial expressions. This removes the need for performers to be scanned at expensive specialist facilities and the requirement for teams of experts using traditional computer graphics methods.

Primary technology

**Deep Learning
NLP
Computer Vision**

Traction

17 paying customers

£400k signed contracts

Target customers

- Microsoft's Mixed Reality & AI Labs
- Unity Technologies
- Activision
- Epic Games
- Amazon Game Tech
- Nvidia Corporation
- Google
- Apple
- Cubic Motion
- Blizzard Entertainment

The logo for InPerson AI features the text "InPerson" in black and "AI" in red, with a circular pattern of grey dots behind the text.

Rising star

London

Pre-Revenue

inperson.ai

Team of 8

Description

In-person experiences are limited in terms of who can access them and when. Being somewhere takes varying degrees of time, effort and money – exclusionary for many.

The solution to this problem is to recreate authentic in-person experiences to be consumed remotely. These recreations must be highly immersive and realistic in order to deliver a similar level of feel and connection as the real thing. Visual artefacts that could break the immersion should be concealed.

To achieve this, InPerson AI capture photorealistic digital replicas of real places and, with the help of APE, InPerson AI's proprietary AI-powered Advanced Photogrammetry Engine, to create ultra-accessible, immersive and interactive experiences that imitates – even enhances – beyond the in-person equivalent.

Primary technology

**Deep Learning,
Computer Vision,
GANs**

Traction

6 paid pilots

3 Innovate UK grants

4 Innovate UK-funded project

Target customers

- Discovery Education
- English Heritage
- National Trust
- Historic Royal Palaces
- Sky
- BBC
- Disney
- Netflix
- ScienceMagicInc
- GOAT Agency



Rising star

Swindon

Pre-Revenue

www.kaedim.com/

Team of 6

Description

Kaedim is making digital 3D asset production simpler, faster and cheaper.

3D asset production is expensive because it is labour intensive. Existing production methods are complex, extremely time consuming, scale poorly, and hard to learn. Kaedim's solution to this problem is an online platform where users can upload images of objects and our AI system rapidly converts these into 3D assets (untextured, watertight meshes) which are ready to use.

The Kaedim platform makes it simpler, faster, and cheaper to produce 3D assets by automating the 3D modelling and retopology step in the asset production pipeline.

Primary technology

Deep Learning
NLP
GANs

Traction

7 pilot customers, including Rebellion and Aardman Animations

Target customers

- Rockstar North
- Traveller's Tales
- Sony Studios
- Rocksteady
- Rare
- Core Design
- Creative Assembly
- Sumo Digital
- Ninja Theory
- Media Molecule

MetaLynx.



Rising star

London

Pre-Revenue

www.meta-lynx.com

Team of 3

Description

MetaLynx is an AI company providing visibility into large image and video libraries for building better computer vision applications.

MetaLynx provides visibility into image and video datasets by visualising data sorted into significant clusters. This can be used in conjunction with a machine learning model to allow exploration of model performance and the detection of outliers and sources of bias in the dataset. Recommendations about what new data needs to be labelled are given to enable a more efficient model development process.

Primary technology

Deep learning
NLP
Computer vision

Traction

Pipeline of 22 potential paying customers with high interest in data curation

Target customers

- BBC
- Sky
- IMG
- Move.ai
- GumGum
- VISUA

Zetamotion



Rising star

Fleet, UK

Pre-Revenue

zetamotion.com

Team of 3

Description

Zeta Motion takes the best of both professional and consumer level approaches, and uses cutting edge AI to provide motion capture solutions which are as fast and accurate as professional systems, but as easy to use and as affordable as consumer level products.

The novelty of Zetamotion's approach lies in the harnessing of synthetic motion data and state of the art deep learning, resulting in a tracking system that is much more flexible and adaptive to the real world.

Primary technology

Deep Learning
Reinforcement learning
GANs

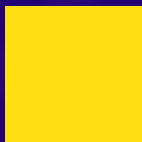
Traction

MVP deployed at **Light up Poole 2020**.

Signed a strategic partnership with a top digitalisation firm in the US

Target customers

- EA
- Disney
- Warner Brothers
- Pinewood Studios
- Facebook (Oculus)
- BBC
- Ragdoll productions
- Foundry
- Niantics
- Camera (University of Bath)



**MACHINE
INTELLIGENCE
GARAGE**

www.migarage.ai

