axle ai Partners With REELY to Introduce Sports Video AI Capability

Software can analyze game footage and auto-detect scoring plays, highlights and exciting moments; companies are announcing the solution at NAB Show in Las Vegas, booth SL15116.

LAS VEGAS (PRWEB) April 09, 2019 -- axle ai, Inc. (NAB booth SL15116) is announcing immediate availability of sports logging for axle ai 2019, based on the REELY platform, which automatically creates highlights in real-time using a proprietary artificial intelligence engine. Conferences, leagues, and teams in both traditional sports and esports can now quickly and easily create highlights and rank the quality of content utilizing REELY’s proprietary HYPE score. Editors no longer have to sift through hours of video to find that one special moment. “Partnering with axle ai gives us the ability to deploy our software both on-premise and in the cloud,” said Ian Stephens, Chief Marketing Officer and Co-Founder of REELY. “Sports content creators and owners - including leagues, teams, venues and broadcasters - are looking for ways to rapidly and affordably tag their game footage. axle ai is providing a radically simple, on-premise solution letting us reach a whole new range of customers.”

axle ai 2019 customers will be able to select the sports logging option, with their choice of on-premise or cloud analysis. These two options can be implemented with any on-premise axle ai media management server. The service is priced per hour of sports or esports that is analyzed; there is also a flat fee for the on-premise server in the case of the on premise option. Unlike traditional MAMs, axle ai is a radically simple solution that can be deployed without custom engineering; complete systems can be purchased for well under $10,000 including hardware and installation. These also work with nearly any form of network storage including standard NASs and SANs.

Today more than ever, the demands of content owners have grown far beyond the ability to deliver live and on-demand streams. REELY focuses on making the creation of short-form content incredibly easy. The fully automated auto-clipping system, with its integrated HYPE score, generates metadata that populate axle ai’s database and user interface, putting the power in the hands of editors to quickly find, rank, and distribute content. axle ai is the exclusive on-premise licensee for the REELY solution. The capability is available for delivery to customers beginning May 1st, 2019.

About axle ai, Inc.

axle ai is the recognized leader in developing radically simple media management software. It solutions have helped over 500 organizations improve the way they create, share and store digital video content with media management solutions that are easy to install, use and afford. axle’s radically simple media management uniquely addresses a burgeoning need and has caught on rapidly among video professionals in post-production, education, broadcast, corporate, sports, house of worship, non-profit, advertising-marketing, and government organizations worldwide. At its introduction, axle’s software was recognized with the IBC 2012 Best of Show award and at NAB 2013 with the prestigious DV Magazine Black Diamond and Post Picks awards. axle ai's recently introduced connectr™ software offers a powerful tool for scripting media workflows, driven by a graphical front end with connect-the-blocks visualization. axle ai, Inc. is a privately held company; its founders have extensive industry experience in media asset management for creative applications. Investors include Jason Calacanis's LAUNCH accelerator and Quake Capital. Learn more at http://www.axle.ai and http://www.connectr.ai.

About REELY
REELY provides automated content solutions for sports organizations at every level, from little league to the major leagues. Using advanced computer vision and deep learning systems, the proprietary workflow software automatically tags, clips, and distributes the best highlights in real time, enabling content owners to better engage with fans and monetize content more efficiently. REELY leverages cutting edge artificial intelligence to power solutions to the toughest video challenges across all field sports. More information at http://www.reely.ai
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