

# DAM AND AI

## WHAT IS AI?

**Artificial intelligence (AI)** is the ability of a digital computer to perform tasks commonly associated with the **intellectual processes and behaviours of humans**, including the ability to learn, reason, and problem solve within perception of its environment.

(What is Artificial Intelligence (AI) ?, n.d.) (Copeland, 2023)

AI In essence, AI is intelligence existing within lines of code with the potential to do anything a human can do.



## MACHINE LEARNING?

A subfield of AI, machine learning imitates human brain development.

Machine learning takes the approach of letting computers learn to program themselves through experience. (Brown, 2021)

**"Gives computers the ability to learn without explicitly being programmed."**

— Arthur Samuel, AI Pioneer

**This image was created with AI!**

## AI IN DAM

Optimize your workflow. Spend less time on redundant, tedious tasks and more time on the important things!



- Horse
- Animal
- Brown
- Purple
- Graphic
- Standing

### Automate Repetitive Tasks and Workflows

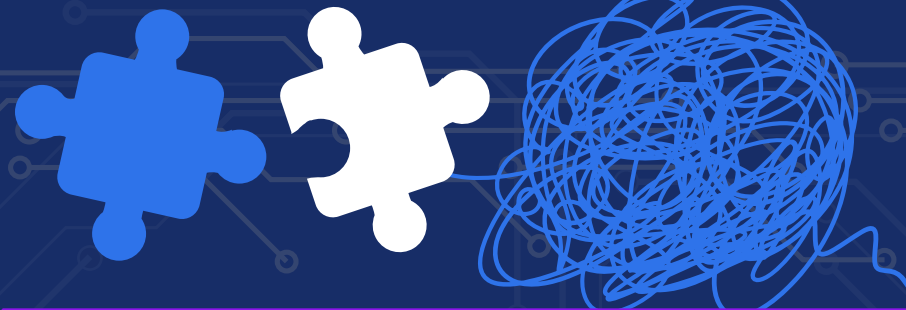
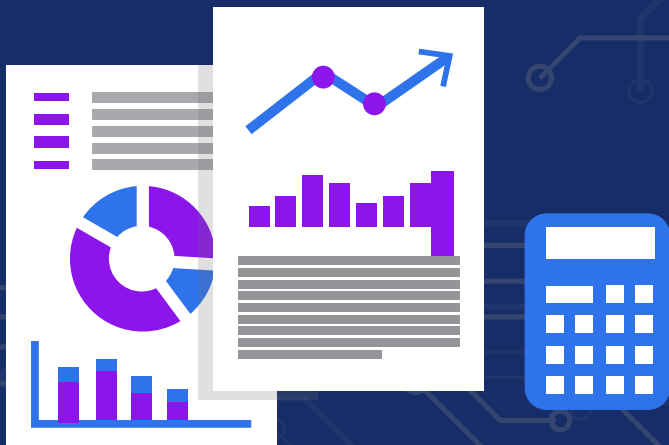
Use AI to sort and organize high quantities of content or automate steps such as image resizing, file conversion and more.

(Bailey, 2023)

### Streamline Assets and Metadata Management

Automate asset organization and metadata creation. AI can analyze and assign the appropriate tags to your company's assets by recognizing objects, colours, themes and other content.

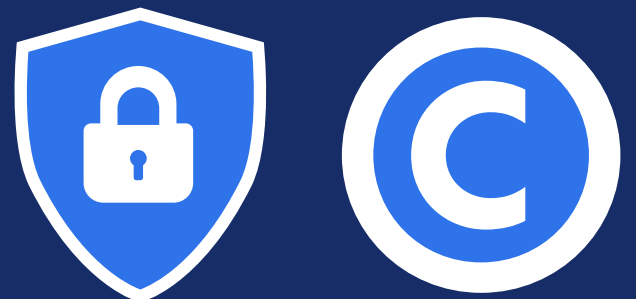
(Bailey, 2023)



### Enhance Content Discovery

AI can assess metadata, personal usage patterns and task requirements to refine searches and recommend the most relevant assets.

(Bailey, 2023)



### Provide Analytics and Insights

Frequently shared or underutilized assets, unfilled gaps in content; AI can recognize patterns and trends and make recommendations that are difficult to do so manually.

(Bailey, 2023)

### Scan for Content Security and Copyright

AI can be trained to recognize offensive content, sensitive information or potential copyright violations within content.

(Bailey, 2023)