

Video Annotation for Frictionless Shopping

Fortune 50 retailer requires labels & classification across millions of frames of video

- Bounding boxes, key points, polygons, splines
- **ML-assisted pre-labeling: object detection & classification**
- Semantic segmentation
- Facial landmark detection
- **Video annotation**
- **Entity relationships & ID tracking**
- Large taxonomy application
- Image Analysis and assessment



Project: A Fortune 50 retailer required that products, along with shoppers and their actions be intricately labeled and classified across millions of frames of video.

Challenge:

- Source videos varied greatly in size, length, and resolution
- Video angles made the identification of certain actions difficult
- Customer's original occlusion specifications added a layer of complexity in object and action tracking

Solution: Alegion collaborated with the customer to develop clear rules around actions and occlusions. Our team built a robust annotator training and testing program. We provided examples and edge case handling. The team also worked directly with the individual QA reviewers to provide detailed feedback in order to improve their skills and output accuracy. These improvements increased efficiencies by 60%.

