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LINKING VIDEO CONTENT

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Technical Task:
In vehicles, a variety of video content can be retrieved. Films can be, for example, viewed through *Maxdome*, *Amazon*, *Netflix*, *Sky,* or *HBO*.

In addition, online shopping in the vehicle is possible.

Furthermore, image recognition algorithms are known which can recognize and classify image contents by means of artificial intelligence (for example *Google image recognition*, *Google Cloud Vision API*, etc.).

Initial Situation:
Clothing, props, or items which are presented in the respective films or series, cannot be ordered directly in an online store.

Solution:
These clothes, props, and objects should be selected and ordered directly in the video through the selection on the screen (for example by clicking).

Here, the user selects in a certain area of the video, e.g. by marking it with a finger or selecting it otherwise. Then an image recognition software is started which analyzes the previously selected area. Using image recognition algorithms and artificial intelligence, the image content or the product then is recognized. If this product is available in an online shop, the corresponding shop and the selected product will be displayed. If no shop is available, similar products or a picture search are offered.

For marking areas in the film, a touch screen can be used. It is also possible to mark with the help of a remote if the content is displayed on a larger, unreachable screen. Remote operation may e.g. via a touchpad or other touch surface in conjunction with a cursor or a selection marker. In addition, gestures, speech or sight line recognition is possible. A suitable image analysis algorithm may analyze (e.g., using KI) the image content, recognize, and link to an online store or image search.

In a simpler form of the idea, products can already be marked or linked in the footage. This link must then be part of the video material or added to it. These links can then be followed by the customer. This leads the customer back to the corresponding online stores.

If products are ordered from a vehicle, the place of delivery can be taken from the navigation system and offered as place of delivery. Also, a delivery to the vehicle as a storage location is possible.

Advantages:
- Interesting products or clothing in movies can be ordered directly.