The Ringier Axel Springer Polska (RASP) publishing company, which operates one of Poland’s most popular internet portals, wanted to make it easier for their editors to publish online articles. To realise this goal, they chose to build an intelligent image recognition tool.

**BUSINESS NEED**

RASP is one of the largest media companies in Europe and publishes thousands of online articles on a daily basis. Unfortunately, however, their existing image search and upload tools were slowing down RASP Polska’s editorial process. That’s when they came up with the idea to build a Cloud-hosted image recognition tool based on Machine Learning (ML) algorithms to help streamline their workflow.

The new concept would aim to simplify the editors’ work efforts by allowing them to focus on writing and redacting, as opposed to having them manually search for images to match the content they create. That’s why RASP chose to automate the metadata functionalities, which would render creating internal libraries and tagging images significantly faster, simpler, and more effective.

**PROJECT DETAILS**

To realise the project, the AWS Cloud and Amazon Rekognition were used, as the latter allows for accurate recognition of people in images, (including the number of people), as well as thousands of other objects and scenes, (such as telephones, bicycles, buildings, parking lots, and beaches). Amazon Rekognition also enables accurate face analysis and examines the attributes of people, providing detailed information about gender, age, emotions, etc. The prototype was also based on ML algorithms and, as such, can easily recognise logotypes and commercial signs of specific brands. Using Amazon Rekognition and ML helped render the image tagging process much simpler by enabling the tool to automatically add the appropriate attributes and features. Now, metadata in the form of tags makes it easier for the editors to select and categorise images. The solution also allows for rapid model development with the use of Deep Learning algorithms, enabling RASP to easily innovate in the future.
BUSINESS BENEFITS

The image recognition prototype was able to highlight just how quickly even the most technologically advanced applications can be developed on the AWS Cloud. Moreover, the prototype’s efficient implementation helped RASP realise that integrating the image recognition module with their editorial system was the answer they were looking for, as it:

- Recognises thousands of objects
- Accurately analyses detailed image attributes
- Easily manages Polish-language content
- Was realised in just 4 weeks
- Streamlined the entire editorial process

TECHNICAL DETAILS

SOLUTIONS
AWS Cloud, Infrastructure as Code, AWS Serverless

TECHNOLOGIES
Java, Python, Angular, AWS Lambda, S3, SQS, CloudWatch, SageMaker, Rekognition, SNS, SES

TOOLS
JIRA, Confluence, Terraform, Docker, AWS CLI, AWS CodeCommit, IntelliJ IDEA, PyCharm, Jenkins, Maven

TEAM
6 Developers, 1 QA Specialist, 1 Scrum Master

ABOUT THE CLIENT

Ringier Axel Springer Polska is a part of the European media group Ringier Axel Springer Media AG. It is one of the largest press publishers in Poland. In its portfolio, the company has over 170 titles and websites, amongst them Onet, Fakt, Forbes, and Newsweek Polska.

ABOUT PGS SOFTWARE

PGS Software is one of the largest public listed custom software & services providers in Poland. As an AWS Advanced Consulting Partner, we specialise in Cloud projects – consulting, cloud-native development, application modernisation, & migration. Working according to agile methodologies (Scrum, DevOps, & Continuous Delivery), we create mobile & web applications as well as provide Business Analysis, Visual Design, UX, UI, & QA services to clients worldwide. We have development & business entities in Poland, UK, Germany, & Spain.

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