

## Case Study: DEI's Transformation with FileSpin.io

**Client:** DEI, Market Leader in Imaging Services

**Size:** 1000 - 5000

Founded in 2004, DEI is the market leader in imaging services and solutions. DEI's expansive network spreads across 163 attractions in 19 countries and goes beyond photography. DEI's expertise in entertainment imaging spans diverse environments: from the aquatic depths of aquariums to the thrilling peaks of tall towers, and from the enchanting landscapes of snow parks to the lively scenes of theme parks. They enrich experiences at some of the world's most iconic locations & attractions. They develop bespoke solutions that perfectly align with each attraction's unique character and ambience.

### **Challenge:**

DEI sought a robust, cloud-based DAM solution with AI-powered image transformations to enhance their expansive imaging services.

### **Solution:**

FileSpin.io provided DEI with a comprehensive Digital Asset Management (DAM) solution, including:

**[DETAILS to be added]**

**[Add graphic for features]**

**Digital media management**

**Image Transformations**

**Video Transcoding**

**Custom Enterprise CDN**

### **ML Addons:**

**[DETAILS to be added]**

**[Add graphic for features]**

- Image Auto Tagging
- Image Graphics
- Remove Background
- Face Recognition with Search
- Pose & Scene Classification
- Image Collage

### **Results:**

DEI's imaging capabilities were significantly improved, allowing seamless integration of AI-enhanced processes and efficient asset management across their diverse environments, from aquariums to theme parks. The scalable solution also ensures future growth, while enterprise support and SLA offer operational reliability.

Geographies covered: Asia, Middle East, USA, Europe, China

### **Conclusion:**

By partnering with FileSpin.io, DEI has transformed their imaging services into an AI-powered, cloud-based powerhouse, unlocking dynamic content delivery, automation, and advanced image recognition capabilities.

### **About DEI**

Founded in 2004, DEI is the market leader in imaging services and solutions. DEI's expansive network spreads across 163 attractions in 19 countries and goes beyond photography. DEI's expertise in entertainment imaging spans diverse environments: from the aquatic depths of aquariums to the thrilling peaks of tall towers, and from the enchanting landscapes of snow parks to the lively scenes of theme parks. Our lenses enrich experiences at some of the world's most iconic locations & attractions.

We develop bespoke solutions that perfectly align with each attraction's unique character and ambience.

DEI wanted a robust cloud based DAM along with an On-premise DAM Software that can provide dynamic image/transformations with file uploads, content delivery and ML addons for images

FileSpin provided to DEI the following:

- Cloud DAM
- Dynamic Image Sizing
- Video Transcoding

- CDN for Image/Video Delivery
- Custom Image Editor
- Image Graphics/Collage Addon
- Remove BG ML Addon
- Face Recognition & Search ML Addon
- Pose Classification ML Addon
- Emotion Recognition ML Addon
- Scene Classification ML Addon
- Red-eye Removal ML Addon
- Image Autofix ML Addon