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Data & AI

Multimodal AI for Document, Image, Audio & Video Workflows Playbook

Processing documents, images, audio, and video together, not as four separate AI projects

- Practitioner
- Intermediate
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- Administrator
- 03 January 2022
- 3 minute(s)

Overview

A framework for using multimodal AI across document, image, audio, and video workflows — building genuinely integrated processing that handles multiple content types coherently, rather than treating each modality as a separate, disconnected AI initiative that misses value available from cross-modal understanding.

Why not just deploy separate specialized AI tools for documents,

images, audio, and video independently? Separate tools work for genuinely independent use cases, but many real-world workflows involve content that spans modalities — a document with embedded images, a video with audio and captions — where genuinely integrated

multimodal processing captures cross-modal context that separate single-modality tools would miss.

Where does multimodal AI add the most value beyond single-modality

processing? Workflows where understanding requires connecting information across modalities — extracting information from a document that references an embedded chart, or understanding a video where audio and visual content need joint interpretation — rather than processing each modality in isolation.

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