Case Study

Techverx

Edge Video AI

Entertainment and Media, Shopping, News
Take your viewers to the Edge

Team Composition:
- 1 Software Engineers
- 1 Principal Software Engineer

Project Duration:
Dedicated Team
(Ongoing)

Tech Stack:
Python, Real Time AI, Whisper, Computer vision, Cloud computing, QR code, Facial Recognition

Project Overview

Edge Video transforms streaming by blending **entertainment, e-commerce, and Web3** through real-time AI and QR-based interactivity. The platform enables users to shop based on what they see—and now, what they hear—**while earning crypto rewards via FAST tokens.**

Business Challenges

- **Edge Video** lacked **audio-based interactivity,** limiting user engagement.

- Spoken content couldn't be searched or acted upon, creating a **gap in functionality despite growing user demand.**

Solutions Delivered

- **Real-Time Transcription:** Integrated Whisper to instantly convert speech into searchable text.

- **Audio-Driven Actions:** Enabled users to trigger features based on what's being said in the video.

- **Seamless Deployment:** Added functionality without disrupting existing systems—ready to scale fast.

Results & Impact

- **+70% Platform Growth** through audio interactivity
- **Higher Engagement & Retention** with deeper, voice-driven features
- **Improved Accuracy** in content recognition
- **Scalable Rollout** for faster innovation and expansion

Conclusion

- **Techverx helped Edge Video unlock the next level of interactivity**—bridging content, commerce, and conversation into one powerful experience.