



# ZAPR

Zapr Media Labs is a technology company based out of India. It bridges the gap between offline and online by cross device audience measurement and engagement. A Few years back, they needed regional content with 99% accuracy for AI program training.



- Part of this project is to create captions data for videos with maximum accuracy.
- Specificity of this project is that these videos and audios have accent variation. They want to train their program in such a way that accents are captured well.
- NAARG team supported Zapr in achieving finest captions data that by capturing accent in captions.