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(54) Title: SYSTEM AND METHOD FOR PROCESSING DIGITAL MEDIA

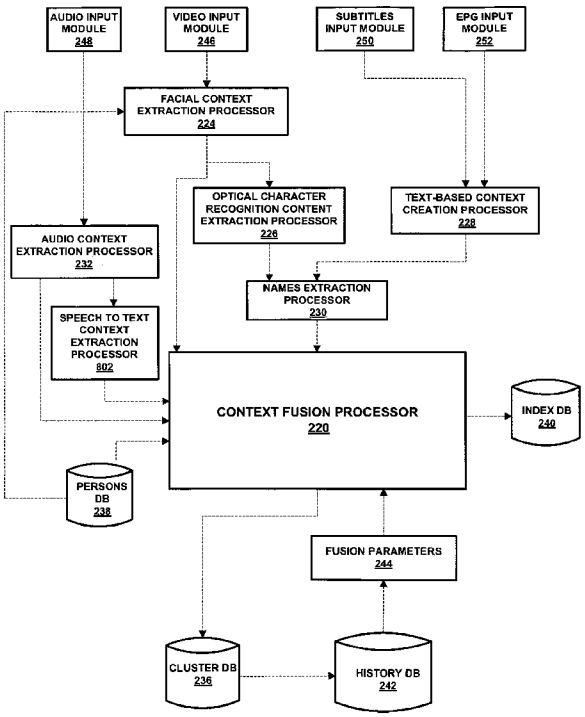

FIG. 3

(57) **Abstract:** A method for processing digital media is described. In one example embodiment, the method may include detecting an unknown object in a video frame, receiving inputs representing probable identities of the unknown object in the video frame from various sources, and associating each input with the unknown object detected in the video frame. The received inputs may be processed, compared with reference data and, based on the comparison, probable identities of the object associated with the input derived. The method may further include retrieving a likelihood of the input to match the unknown object from historical data and producing weights corresponding to the inputs, fusing the inputs and the relative weight associated with each input, and identifying the unknown object based on a comparison of the weighted distances from the unknown identify to a reference identity. The relative weights are chosen from the historical data to maximize correct recognition rate based on the history of recognitions and manual verification results.

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