





interactive branded content Fisher series promo _more.tv



Renss media industry is full of USELESS CONTENT



But Al's visual processing and image generation capabilities can benefit humans and society — in forensic science, for example.



of crimes in Moscow are solved with the use of smart video surveillance.



criminals have been identified using cameras.



accuracy level of a system that identifies suspects based on their gestures.



In the crime drama series *Fisher* from more.tv based on true events that took place in the Odintsovo District near Moscow, the investigator has to work with just one clue — a vague drawing of the boy-witness.



hi tshuku entered the case



Профессор Зла

Мужчина в годах, аристократ. Очень тощ и высок. Лицо бледное, сухое, кажется еще более болезненным из-за глубоко запавших глаз. Уравновешен и чрезвычайно спокоен, чем внушает страх и тревогу окружающим.

В прошлом профессор математики. Был главой лондонской криминальной сети. Погиб, сорвавшись с обрыва.

РАСКРЫТЬ ПРЕСТУПНИКА >

СЛЕДУЮЩИЙ ФОТОРОБОТ >



To promote *Fisher* — a crime drama series made for more.tv — we created a special interactive feature where any user could try his/her skills as a detective.

neural network foren

We invited a forensic artist specifically for the project

and asked him to make a few sketches based on our descriptions.

- At the same time, we used the same descriptions to generate sketches using AI.
- As a result, we created five pairs of sketches of iconic literary villains.

Middle-aged male, aristocrat. Very skinny and tall. Face pale, dry, looks even more wan because of deep sunken eyes. Self-contained and extremely calm, which inspires fear and anxiety.

> Users could not only compare images, but also try to guess the famous villains from the world bestsellers.

Have you guessed who they are yet?





In a longread, based on the example of a real crime used as a story basis in the Fisher series, we explained what technology could have been useful to criminal investigators of the Perestroika era.

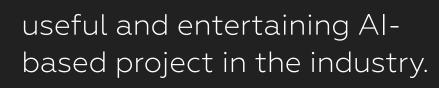


Вас охраняет нейросеть: как искусственный интеллект помогает искать преступников





higher than benchmark was conversion to a brand website.





longer user engagement with the project compared to benchmark.

%