Getting Started with Twelve Labs

Twelve Labs builds multimodal foundation models to extract information from videos. The models identify and interpret movements, actions, objects, individuals, sounds, on-screen text, and spoken words. You can use our models to accomplish the following downstream tasks:

- Search using natural language queries
- Zero-shot classification
- Generate text from video

Here are helpful resources to get started:

- Quickstart tutorial and API Reference: Built on top of our state-of-the-art multimodal foundation model optimized for videos, the platform enables you to add rich, contextual video understanding to your applications through developer-friendly APIs.
- Twelve Labs Recipes: These will give you a running start on commonly used endpoints.
- Twelve Labs Playbooks: These demos will use an existing account. To make calls to the API, you need your secret key and specify the URL of the API. You can use environment variables to pass configuration to your application.
    a. Ads Demo
    b. Content Creator Demo
    c. E-Learning Demo
    d. Sports Demo

Here are some general guidelines and best practices:

For those new to Twelve Labs, it can be helpful to experience the key capabilities of the Twelve Labs Video Understanding by signing up for our Playground which allows you to use our powerful models in a structured environment.

Before you start using the Playground, ensure that the following prerequisites are met:

- Sign up for a free account, or if you already have one, sign in.
- You're familiar with the concepts that are described on the Platform overview page.

Consider the following basic steps for getting started with the Playground:

1. Create an index
2. Upload videos
3. Perform one of the following tasks:
    - Search

- [Classification](#)
- [Generate text from video](#)

Example Apps

Discover the capabilities of the Twelve Labs Video Understanding Platform by experimenting with our fully functional [sample applications](#):
- [Who talked about us? (Video Analyzer)](#)
- [Summarize a Youtube Video](#)
- [Generate hashtags and titles for your video](#)
- [Generate social posts for your video](#)

These [community applications](#) illustrate the platform's versatility in diverse industries:

- [E-learning](#)
- [Social and public goods](#)
- [AI analytics](#)

Additional Links:

Here's how to stay connected with our community:
- [Discord](#)
- [Twitter](#)
- [LinkedIn](#)

Here's where we publish content:
- [Blog](#)
- [YouTube](#)

If you have any questions on getting started with Twelve Labs, feel free to email James Le (Head of Developer Experience) at james@twelvelabs.io.