

DescribeThat Claude v1.0

AI Media Intelligence Engine — User Guide

describethatclaude.iacolettisoftware.com • Version 1.0 • March 2026 • Iacoletti Software

Section 1 — Disclaimer & End User License Agreement

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Project: DescribeThat Claude v1.0 | Licensor: Iacoletti Software | Effective Date: March 2026

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Section 2 — Overview

DescribeThat Claude v1.0 is an AI-powered media intelligence engine that analyzes photos and PDF documents to extract structured, detailed information about everything visible. It delivers a fully organized intelligence report with hundreds of specific data points — person profiles as detailed as a driver's license, object specs as precise as a product sheet, and environmental data as thorough as a field report. Unlike tools that produce captions, DescribeThat performs entity-level extraction: every person detected is profiled with 27 specific attributes, every vehicle gets make, model, year, and plate, and every object receives the attributes most relevant to its type.

Who It Is For

- Investigators, legal professionals, and insurance adjusters who need structured scene descriptions from photo evidence
- Real estate professionals cataloguing fixtures, finishes, and conditions from property photos
- Security and surveillance teams building physical profiles from images
- Researchers, archivists, and collection managers extracting structured data from visual media
- Accessibility users who need rich, detailed descriptions of image content

Use Cases

Use Case	Description
Investigation & Evidence	Catalogue every person, vehicle, and object with full attributes and distance from camera
Legal & Insurance	Structured, reproducible scene descriptions from photo evidence at driver's license detail level
Real Estate	Every fixture, finish, appliance, and condition issue catalogued from listing photos
Security & Surveillance	Person profiles with clothing, body markings, emotional state, and activity
Fleet & Asset Management	Make, model, color, condition, plate, and damage — instant structured vehicle reports
Museum & Collection Cataloging	Photograph a display case and receive a structured catalog of every visible object
Accessibility	Rich spatial descriptions with colors, expressions, positions, and activities for visually impaired users
Document Analysis	Extract structured intelligence from PDF documents — text, tables, and embedded content

Section 3 — Getting Started

DescribeThat Claude runs entirely in your browser — no installation required. You need a personal Anthropic API key from console.anthropic.com. This is completely separate from a Claude.ai subscription; a Claude Pro account does not provide API credits.

Setting Up Your API Key

1. Go to console.anthropic.com and create a free account.

2. Go to Settings > Billing, add a payment method, and purchase at least \$5 in credits (mandatory minimum — credits never expire).
3. Go to Settings > Limits and set a monthly spending cap — \$10–\$20/month covers most personal use.
4. Go to API Keys, click Create Key, name it 'DescribeThat', and click Create.
5. Copy the key immediately (starts with sk-ant-...) — it cannot be viewed again. Store it in a password manager.
6. Open DescribeThat at describethatclaude.iaocolettissoftware.com, paste your key, and click Save & Activate.

Section 4 — How to Run an Extraction

7. Click Clear Staged Evidence to start with a clean slate.
8. Choose CAMERA (live photo capture) or IMPORT (upload a file up to 3 MB — JPG, PNG, WebP, GIF, or PDF).
9. Click BEGIN EXTRACTION. Keep the tab open — analysis takes 15–40 seconds.
10. Review the Intelligence Dashboard — four color-coded panels: Metadata & Discovery, Acoustic Profile, Macro Scene Analysis, and the Entity Roster. Click any entity to expand its full attribute profile.
11. Save your results before closing (see Section 5).
12. Click Clear Staged Evidence when done to maintain privacy.

Type	Formats & Notes
Images	JPG, PNG, WebP, GIF — or live camera capture — must be under 3 MB
Documents	PDF — full content, structure, and metadata extraction — must be under 3 MB

NOTE: One file per scan. Audio and video are not supported in this version. HEIC/HEIF files are not supported — convert to JPG before uploading.

Section 5 — Saving Your Results

Results are displayed in your browser only and are permanently discarded when you close the tab or start a new extraction. Save before leaving the page.

- Save as Text — click the document icon in the report header to download the full report as a plain text file.
- Save as PDF — click the PDF icon in the report header to download a formatted PDF of the full report.

Section 6 — Understanding Your Results

After analysis completes, the Intelligence Dashboard appears with four color-coded expandable panels:

Panel	Contents
Metadata & Discovery	File system facts, GPS coordinates (when available), camera specs, and AI-inferred context: time of day, weather, temperature, lighting, focal length, and depth of field
Acoustic Profile	Shown when audio is present. Volume, reverb, and every isolated sound source

Panel	Contents
	with type, distance, and transcription
Macro Scene Analysis	Environment classification, time and weather, lighting quality, crowd density, camera perspective, and color palette
Entity Roster	Every detected subject grouped by domain. Each entity expands to reveal its full domain-specific attribute profile

Entity Domains

Domain	Color	Key Attributes
Human	Blue	27 fields: age, height, weight, build, hair, eyes, skin, clothing (top/bottom/outerwear/footwear/headwear/accessories), tattoos, piercings, expression, mood, body language
Vehicle	Slate	Make, model, year, color, plate, condition, orientation, motion state, distance
Animal	Orange	Species, breed, size, color, coat, markings, health, behavior, activity, distance
Architecture	Violet	Structure type, material, era, condition, signage
Flora	Emerald	Species, size, condition, color, flowering state
Food	Rose	Type, preparation, vessel, ingredients, brand
Text / Signage	Amber	Full transcription, sign type, material, condition
Object	Slate	Type-specific attributes relevant to that exact object class

Section 7 — Data Security, Privacy & BYOK Architecture

Bring Your Own Key (BYOK) Architecture

DescribeThat Claude is built on a Bring Your Own Key (BYOK) architecture. This means the application never holds, transmits, or has access to your API credentials or the content you analyze. Your Anthropic API key is the authentication token that belongs to you.

When you enter your API key in the app, it is stored exclusively in your browser's local storage. Every API call goes directly from your browser to Anthropic's servers, authenticated under your personal Anthropic account.

This architecture was chosen specifically to protect your privacy. Because Iacoletti Software never receives your data, it is structurally impossible for your content to be stored, sold, or exposed through Iacoletti Software. Your data belongs to you, travels only between your browser and Anthropic, and is encrypted with your API key in transit.

What Anthropic Sees

When you submit content for analysis, it is sent directly from your browser to Anthropic's Claude API using your personal API key. Anthropic processes the request under your account. Review Anthropic's data usage and privacy policies at anthropic.com/privacy for current terms.

Item	Detail
API Key Storage	Browser local Storage only
Media Files	Sent directly from your browser to Anthropic's Claude API
Results	Displayed in your browser only — never stored anywhere
Encryption	All API calls use HTTPS/TLS encryption in transit
BYOK	Your API key authenticates directly with Anthropic

Note: The Anthropic API is not designed for classified, privileged, or highly sensitive documents. Do not upload attorney-client privileged communications, classified government information, or third-party personal health information without authorization. Review Anthropic's privacy policy at anthropic.com/privacy before uploading sensitive material.

Section 8 — API Cost

DescribeThat Claude uses the Anthropic pay-as-you-go API. You pay Anthropic directly. The typical cost is \$0.07–\$0.33 per scan.

TIP: Monitor your balance at console.anthropic.com/usage. Credits never expire. Starting with \$10 is a practical first load for most users.