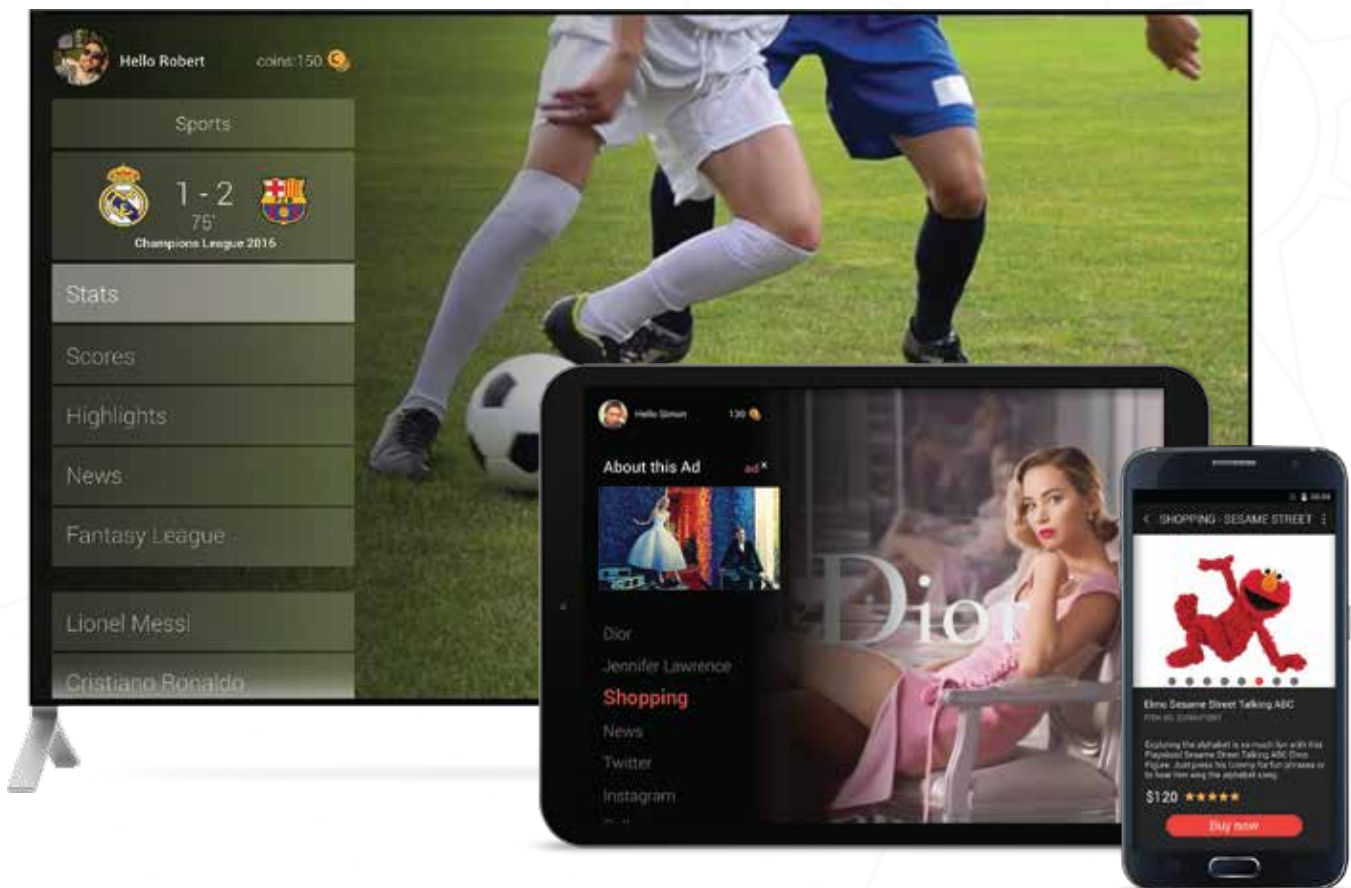




EICloud

Experience Intelligence

A new product category that transforms the TV, into a TV that understands, thus, allowing any OTT service to shine. EI Cloud takes OTT TV service to uncharted territories with the most advanced metadata crawling, interactive personalization and TV AI (Artificial Intelligence). Built as PaaS (Platform as a Service), it is capable of working with any OTT backend in the market, while exposing a full set of APIs to support any frontend, whether already deployed or in development.



EI Cloud has two master components, which work in tandem, or independently, boosting user's interaction and engagement.

EI X

Provides a personalized OTT experience created with the help of automatic metadata enrichment.

Levraging digital data sources, the open internet and social networks, in the creation of TV contextual viewing: enriched metadata, superior discovery, social interaction, sports total-experience, commerce that works and ads, with a twist.

- ⦿ Empowering users Interaction and Involvement
 - Personalized in every dimension
 - Content curation and discovery
 - Call-for-action and Gamification

EIMind

The world's first artificial intelligence (AI) to boost TV experiences.

Implementing deep learning techniques for natural language processing (NLP), EI Mind enables pay-TV operators and broadcasters to analyze video, audio, metadata, and closed captions in order to contextualize, personalize, and socialize television experiences, taking them to uncharted territories.

- ⦿ Extracts content entities of interest
- ⦿ Divides videos into different scenes
- ⦿ Enables video tagging and cross content bookmarks

OTT is all about EI