

### Cell C selects Comigo Experience Intelligence to power **black**, a newly launched entertainment and content platform in South Africa

Comigo the leading provider of Artificial Intelligence for enhanced television experience, announced today that it has been selected by Cell C, a leading mobile provider in South Africa, to power the company's new entertainment and content service, **black**.

**black** brings to consumers a full 360 degree entertainment experience from video-on-demand through to live TV streaming. It includes live streaming of five top European football club channels, and services like sports betting and ticketing

Comigo's Experience Intelligence (EI) is a complete solution that covers both TV AI and a matching Android STB solution. The **EI Mind** cloud PaaS (Platform as a Service) creates an intuitive TV experience based on an ever-growing Knowledge Graph driven by Deep Neural Network to offer advanced personalization, interactivity, and social capabilities on every screen.

Comigo's Android™-based set top box (STB) running the EI Middleware enable **black** subscribers to watch a wide variety of enriched content, including linear channels, VOD, catch-up TV, and content-aware applications anytime, anywhere, on any device, increasing their engagement and loyalty.

"**black** brings a digital lifestyle revolution to the South African market. We have covered the majority of access bases, with the Android application, iPhone application, the web platform and the smart multimedia set-top box from Comigo" said Surie Ramasary Chief Executive of Content for **black**.

"We selected Comigo's solution because of its exceptional TV AI driven user experience with unique features, that would offer continuous innovation cycles for **black**".

"We are thrilled with the opportunity to partner with **black** and take entertainment for the South African market to the next level.

Our EI Mind, would make sure that **black** maintains a clear sustainable advantage in the SA TV market space" said Motty Lentzitzky, CEO of Comigo.

"As deployment of our **EI Mind** and MW solutions continue to thrive, we pledge our commitment to bringing TV AI to the market and making any OTT deployment shine above the rest" he concluded.

#### About **black**

**black** is an innovative 360 degree-entertainment platform that is flexible, affordable and brings everything together in one place. Offering live television, video-on-demand, gaming, betting and a host of other services, **black** aims to bring relevant content to the South African consumer. With up to 5000 movies, series, music and documentaries; and more than 60 live TV channels, including the top five European football club TV channels, (MANU TV, BARCA TV, LIVERPOOL TV, CHELSEA TV and REAL MADRID TV) customers will have access to both top international content, as well as, relevant local entertainment.

**black** is being brought to consumers as a new separate division within Cell C which is focused on delivering entertainment and content. However, **black** is available to any consumer with an internet connection from as little as R5 a day.

#### About **Comigo**

**Comigo** is the creator of the **Experience Intelligence (EI)** class solutions, thus, **creating TV that understands** with the first ever **TV AI** (Artificial Intelligence) offering. At its core lies the **EI Mind** PaaS (Platform as a Service), which, enables any OTT service to shine above the competition, by automatic metadata enrichment and creation, personalized entity interaction with social, ads, commerce, sports and automatic video tagging for a unique TV cruising experience. Accompanied by the complementary EI Middleware for Android TV, Comigo, shifts TV to uncharted territories.