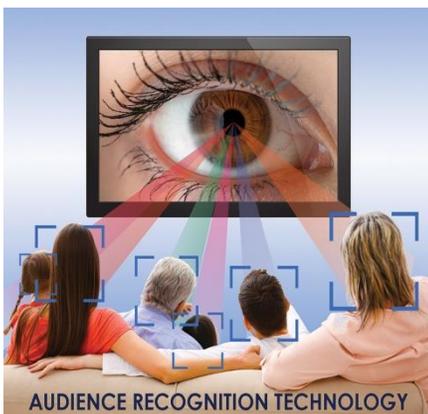




Who is watching who?

Description

Audience Recognition Technology (A.R.T.™) is used to determine attributes of subscribers when more than one viewer of the content exists or when the Personal Identifiable Information (PII) of the viewer is not available. FlySwipe has mastered the technology by combining Artificial Intelligence (AI) programming with our Dynamic Ad Injection (DAI) engine and our Dynamic Data Matching (DDM) platform. FlySwipe can now inject video Ads on TVs that are targeted to subscribers using facial recognition technology. The A.R.T.™ platform can read a person's gender, age, and other emotional expressions and will combine those attributes with our Ad inventory and data intelligence services to make optimum Ad presentation decisions. For example, a guest is in your house who is using your login credentials to watch OTT content. The guest will get advertising specifically targeted to them that is NOT based on the owner of the credentials while using the A.R.T. platform. When a husband, wife and child are viewing a show in the living room on the family TV, any adult oriented advertisement will not appear during the show while a child is present. If a group of friends get together and the audience is of mixed gender, advertisement targeted to both genders will be presented while watching the content.



Live Analytics

Marketers can acquire real time feedback from the TV audience without any interaction. A commercial may invoke a specific emotion such as sadness, laughter, anger or simply stress. This can be provided back to the marketer to determine if the correct response was anticipated. This same technique can be used by publishers to determine how a scene effects the TV subscriber. The platform can also determine if anyone is even watching the commercial or show that is being broadcast. When no viewing is detected, the stream is shut down to save bandwidth cost.

Security and Child Protection

A benefit to the subscriber of the A.R.T.™ platform is to automatically freeze the broadcast of any adult content that is being watched if a child simply walks into the room. The same security check can be used to stop children from using their parent's login credentials to view pay or adult content. Logging into protected content by an adult is accomplished by simply looking at the TV screen. When a child performs the same facial login, only children rated content or advertisement is displayed.

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