asimov

Artificial Intelligence Software for
Media and Communication

"Enhance your communication outcome, save time, gain profits, maximize your quality and get useful insights"
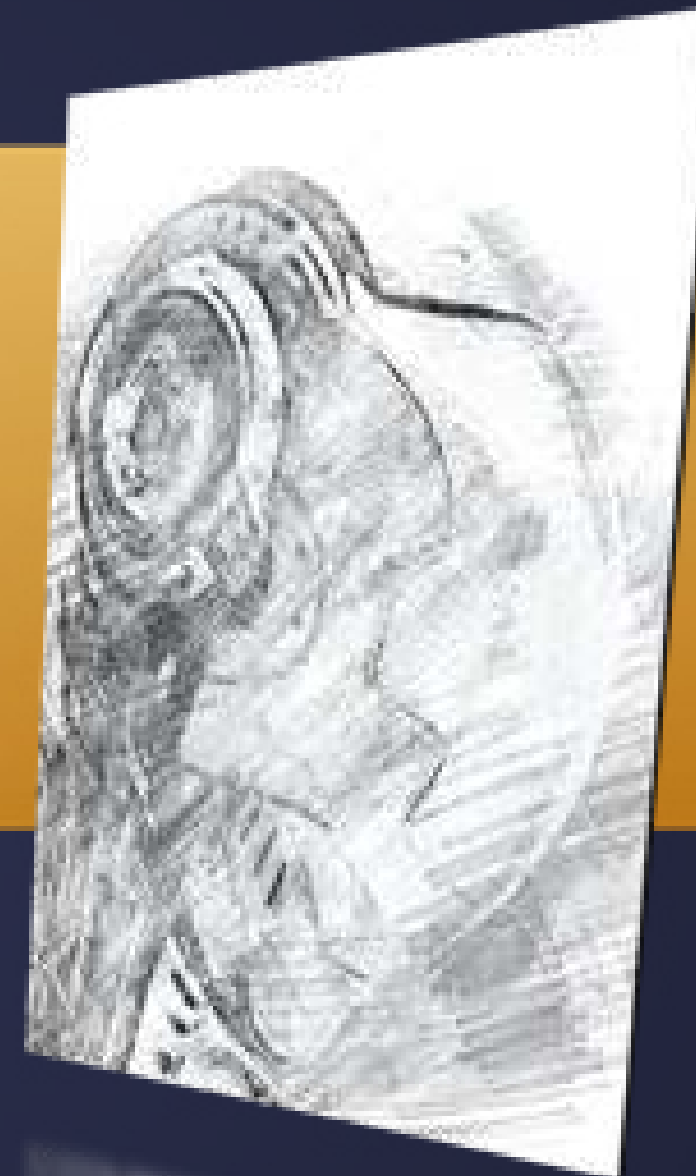
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What We Do

THE AI COMPANY "We Build Knowledge"

ARTIFICIAL **INTELLIGENCE**

CYBER **SECURITY**

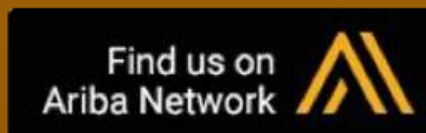**Passionate people**

Our Team

30 PEOPLE

Offices in **Rome**, **Milan**, **Bologna,** and **Chieti**
AVG HeadCount growth +10%/month
Multiple Award winnings
Entitled supplier of many large enterprises

Find us on
Ariba Network

400
YEARS EXPERIENCE

15
DEVELOPERS

8
ARTIFICIAL INTELLIGENCE

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Best Startup Pitch **WINNER**

Awarded by
WORLD ARTIFICIAL INTELLIGENCE CONFERENCE 2021

WITH

ASIMOV

THE 1ST EUROPEAN ONLINE FORUM

2021 Award Winner

European AI Startup Pitch Competition WAIC Award

Best Startup Pitch Winner

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WAIC
世界人工智能大会

EXPAND

SINOFY

July 8-10
2021
Shanghai

CLICK! **WATCH VIDEO-**

World **TOP 10 BPAA**
(Best Practice Applied Algorithms)

Product Portfolio

ARTIFICIAL
INTELLIGENCE

CYBER
SECURITY

01 | SAFETY & SECURITY

02 | MEDIA & VIDEO

03 | EMPATH

04 | E-LEARNING

05 | MEDIA & COMMUNICATION

06 | DATA ANALYTICS

07 | COPYRIGHT PROTECTION

08 | AUTHENTICATION

09 | DEVICE PROTECTION

10 | DATA LEAK PROTECTION
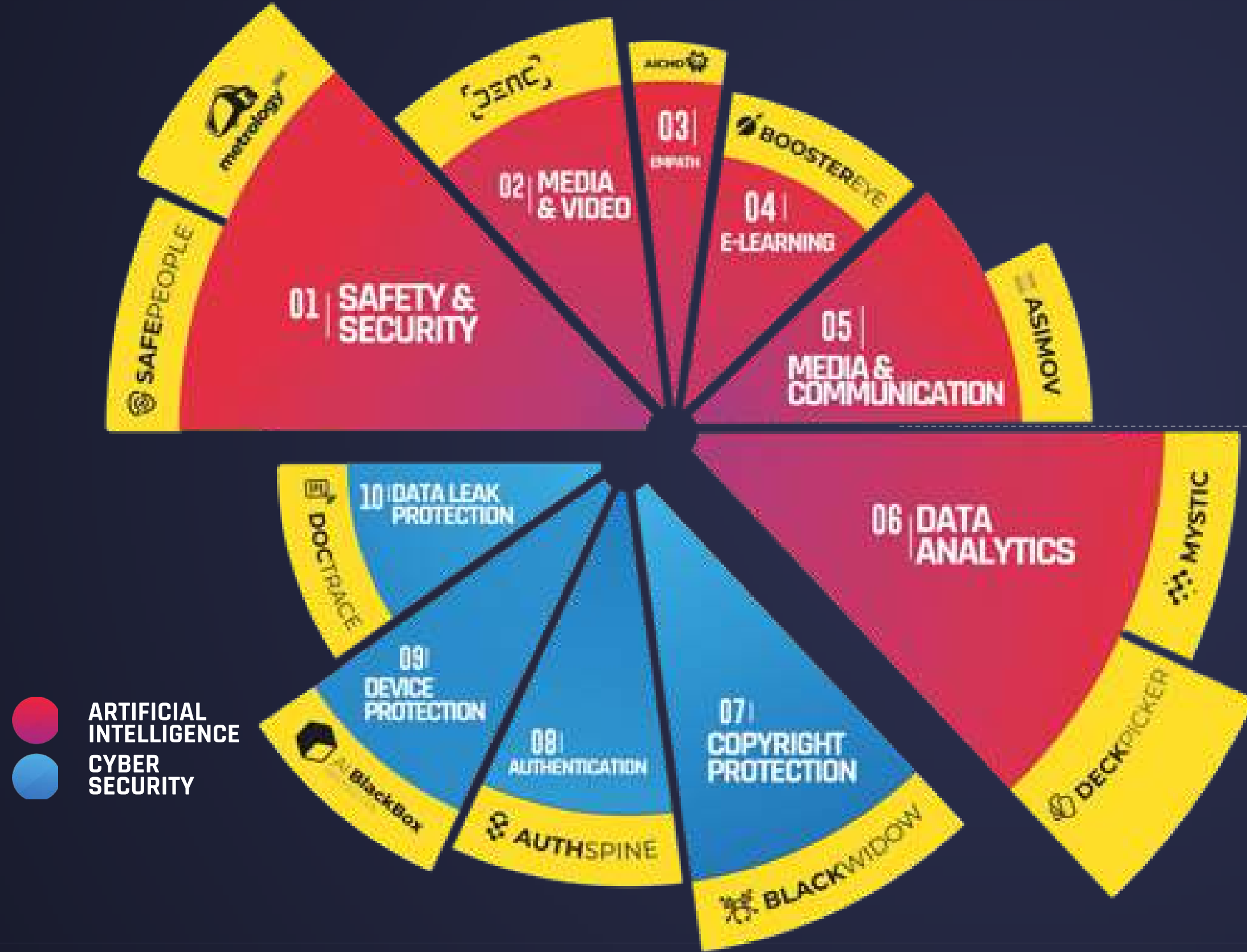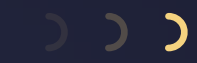
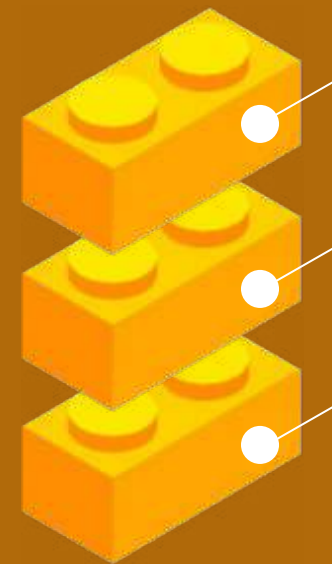# We don't RENT AI, We DO AI for our customers.

HOMEBREWED SKILLS
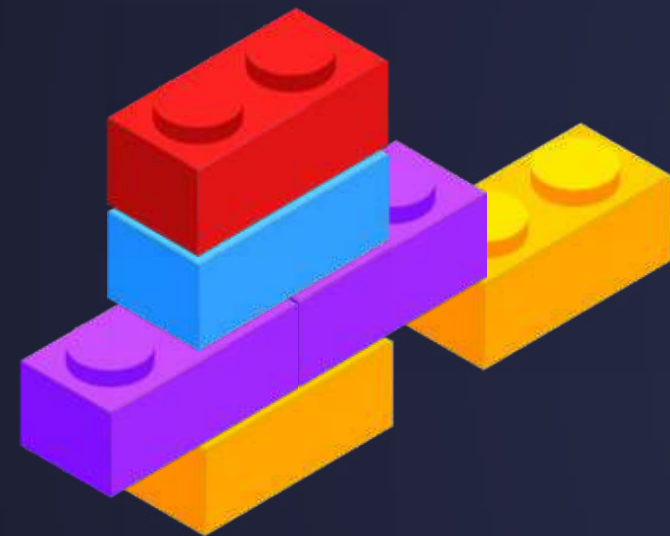
Customization and vertical developing capacity from the ground up. We are able to arrange our Cognitive pipeline bricks to satisfy our customer's needs.

AI Engineering and software skills in a single Company. From Embedded systems to the Cloud and beyond.
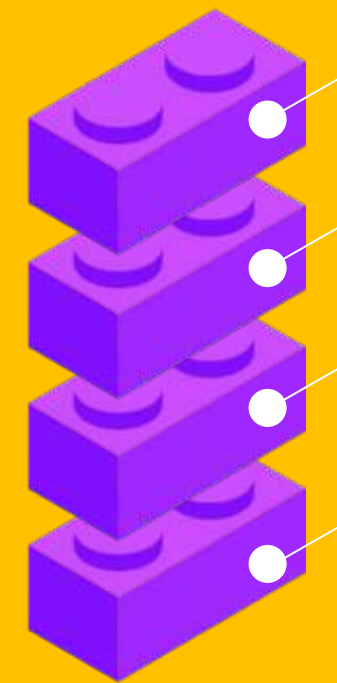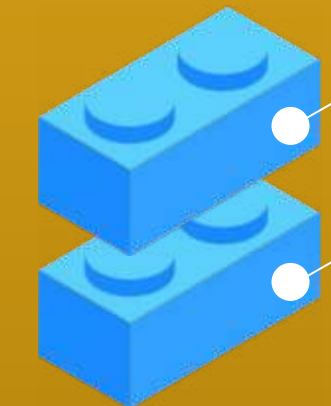
AI VISION
Safety
Surveillance
Other

AI TEXT
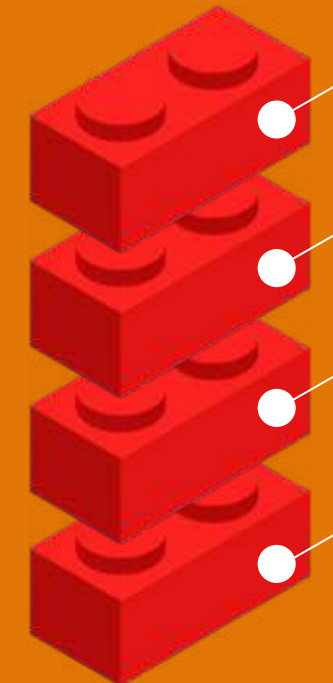Advice
Data 2 Text
Text 2 Text
Cognitive

AI EMPATH
BoosterEye
AICHO

CYBER
DocTracer
AuthSpine
BlackWidow
SecureTunnel

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WINNER AT

WAIC 2021
World Artificial Intelligence Conference

"Intelligenza artificiale, start-up italiana premiata in Cina"

WATCH NOW ON sky tg24

"Asimov legge velocemente, impara tante informazioni in poco tempo, fa titoli perfetti e monitora il web alla ricerca di possibili trend. Si direbbe un ottimo giornalista, se non fosse che stiamo parlando di un'**intelligenza artificiale**."

"Il lavoro del giornalista sarà al tempo stesso più creativo e più complesso di quello attuale grazie a questo esoscheletro IA che gli consentirà di reperire le notizie con **più facilità e sicurezza sulle fonti**, di scrivere meglio, più velocemente e con maggior successo..."

"Asimov non è un correttore e non entra nel merito della sintassi di un articolo – ha spiegato Grandis – **è un collega** che legge cosa stai scrivendo e che, usando l'AI, ti dà suggerimenti."

CORRIERE DELLA SERA

ITALIAN TECH

StartupItalia

Why should you use Asimov?

Everything has a cost. Why should Asimov be worth it?

Using Asimov **does not require any specific expertise**. One hour of training is enough to be able to use it at its best.

Processing and brainstorming times are significantly shortened, allowing each team member to **devote themselves to more creative and analytical functions**.
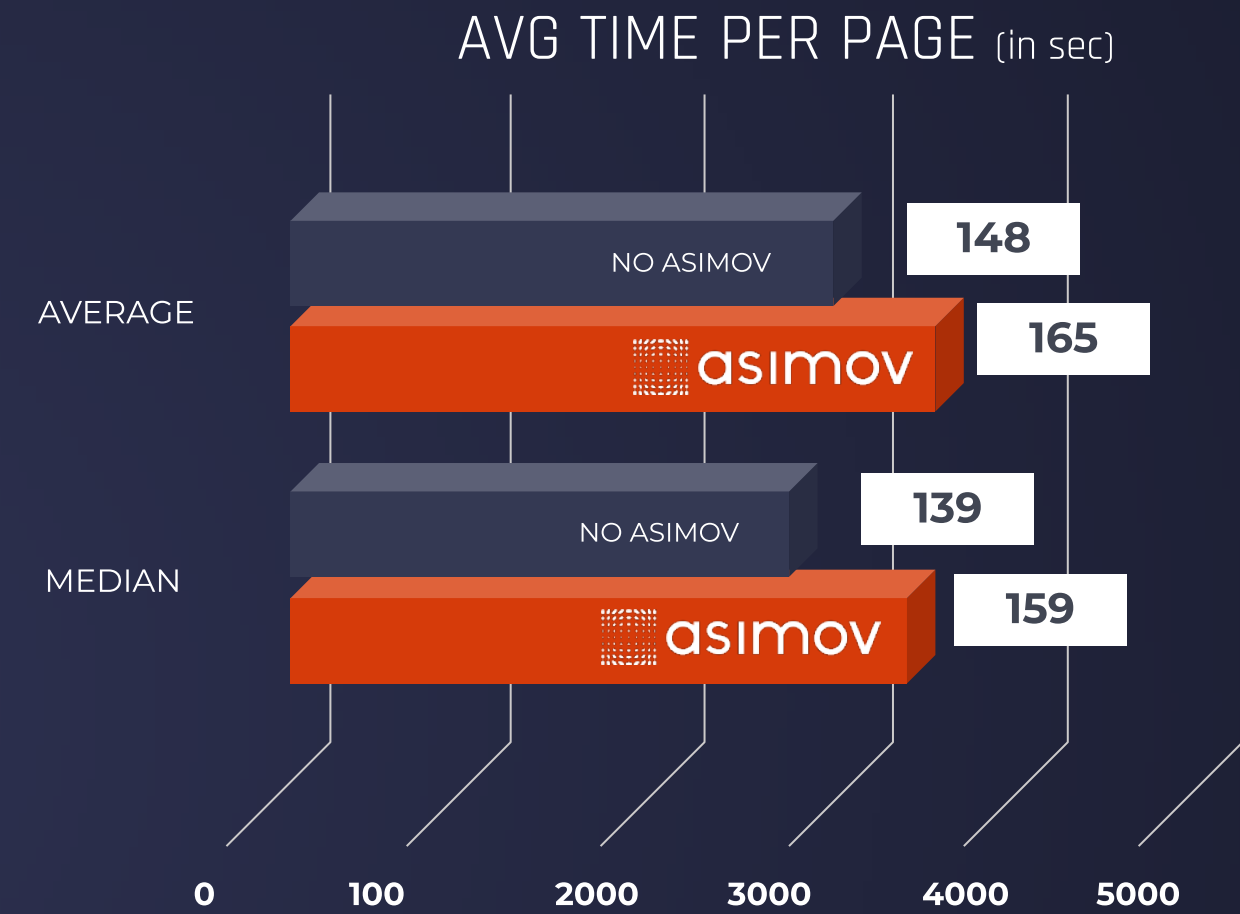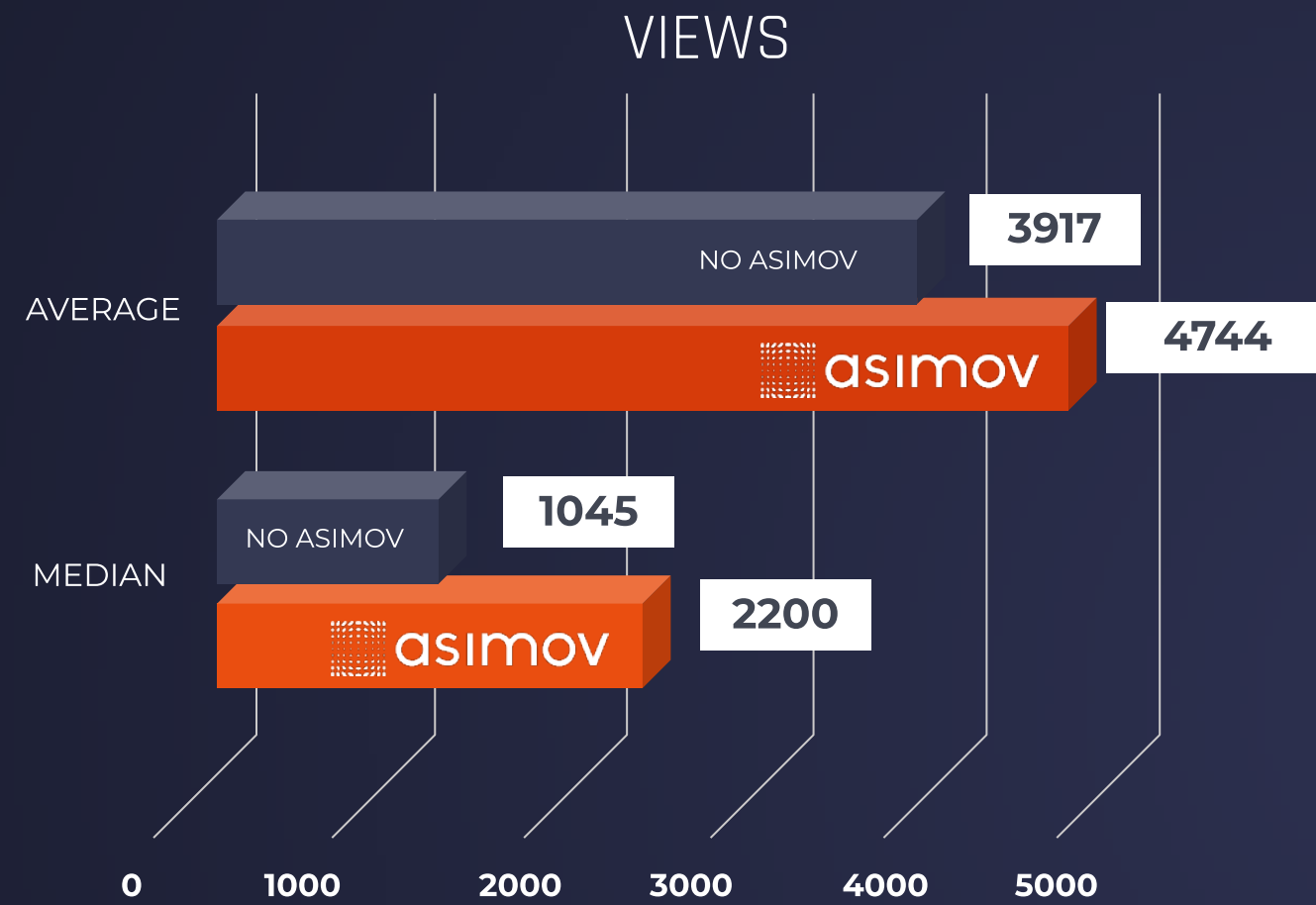
A specialized algorithm like Asimov can **perform faster and more optimally** all the tedious small tasks a content creator is burdened with, thus freeing them for more important matters.

Asimov is an **investment that saves resources**: the publisher gains both in terms of time, **quality**, and **profit**.

ASIMOV

Real BENCHMARK

Real overview of Asimov's use in an editorial team, before and after

VIEWS

AVERAGE	NO ASIMOV — 3917
	asimov — 4744
MEDIAN	NO ASIMOV — 1045
	asimov — 2200

0 1000 2000 3000 4000 5000

AVG TIME PER PAGE (in sec)

AVERAGE	NO ASIMOV — 148
	asimov — 165
MEDIAN	NO ASIMOV — 139
	asimov — 159

0 100 2000 3000 4000 5000

	NO - ASIMOV	ASIMOV
N.ARTICLES ANALYZED	73	153
TIME REFERRAL	16/09/2020 - 23/09/2020	18/06/2020 - 25/06/2020

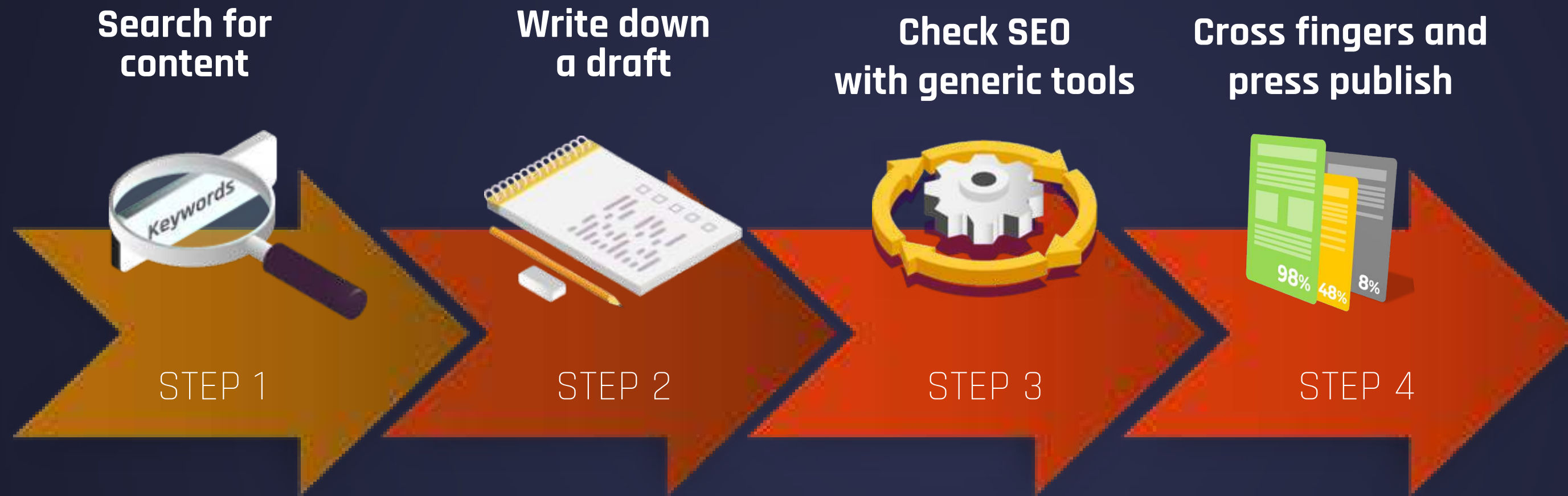| CATEGORY	ASIMOV
Median number of views	+100%
Median Time per page	+20%
Accuracy of Prediction on Views	76%
Accuracy of Prediction on Time	90.6%

ASIMOV INTERFACE

TRL9

Flight **PROVEN**.

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Before, the old School

BLOODY, DAILY **ROUTINE** OF A PROFESSIONAL EDITOR

Search for content

Write down a draft

Check SEO with generic tools

Cross fingers and press publish

oh NO!

STEP 1

STEP 2

STEP 3

STEP 4

Deeply searching the desired topic. Monitoring the trending keywords.

Spending a lot of time drafting the contents.

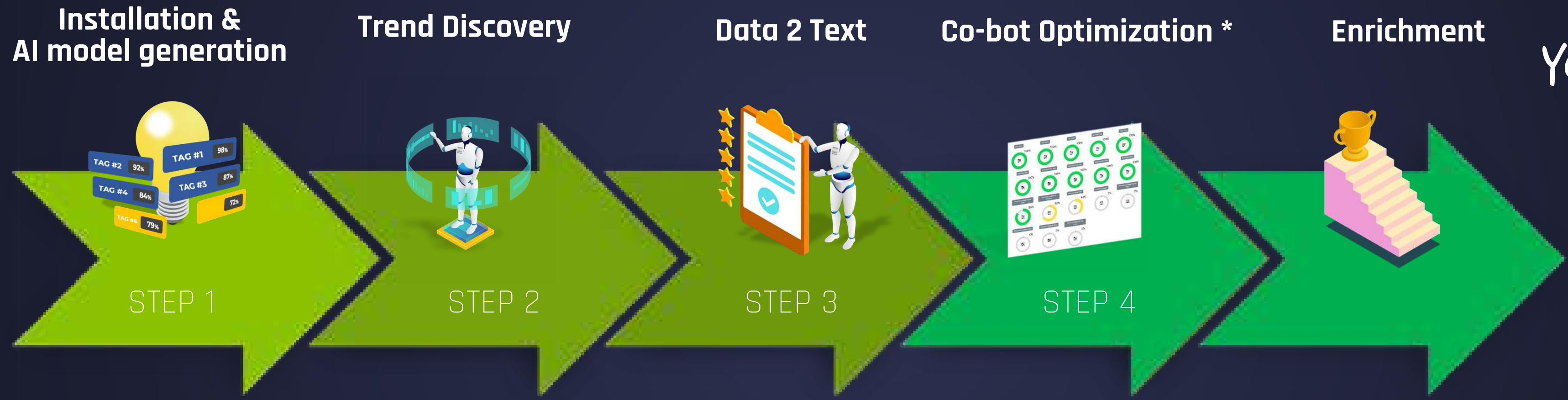Struggling with SEO tools, built for general purpose blogs all over the world.

Publish your article hoping for the best

After, ASIMOV powered

ASIMOV collaborates with the Editor in all the production phases

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Installation & AI model generation

STEP 1

Installation and Elaboration of an AI model tailored to your newsroom and your audience.

Trend Discovery

STEP 2

ASIMOV creates graphs and word clouds to highlight what's trending on the web to help you decide what to write. Starting from this, generate several draft proposals.

Data 2 Text

STEP 3

Starting from any structured data or RSS source, topics, and desired keywords, Asimov can Draft rich articles that adequately describe them.

Co-bot Optimization *

STEP 4

Optimization of future content according to the AI model. Built to reach SUCCESS.

*Available as Free Plugin for Wordpress.

Enrichment

Do MORE with extra features, such as Podcast&Avatar or get a precise insight of what interests you the most with Competitor Analysis. You can also analyse a Press Release and generate an original Draft.
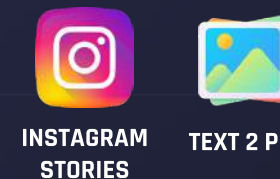
Yes, I did it!

How can **ASIMOV** change the game?

Optimize your time, increase your scores, expand your audience, gain more profits

Help??

add asimov

Work together

SUCCESS!

Versioning

	Im **ASIMOV**	**ASIMOV**	**ASIMOV** PRO
AI EDITOR ASSISTANT	●	·	·
TREND DISCOVERY	·	●	●
COMPETITOR ANALYSIS	·	·	●
DATA 2 TEXT	·	·	●
PRESS RELEASE **ANALYSIS**	·	·	●
PODCAST & AVATAR	·	·	●
TRANSCRIBE	·	·	●

Extra addable features for
any version:

**INSTAGRAM
STORIES**

TEXT 2 PIC

AI Editor Assistant | Co-bot *

A free Asimov's version available as Wordpress plugin:
https://www.imasimov.com/index.html

*soon available in all versions

Extra addable features:
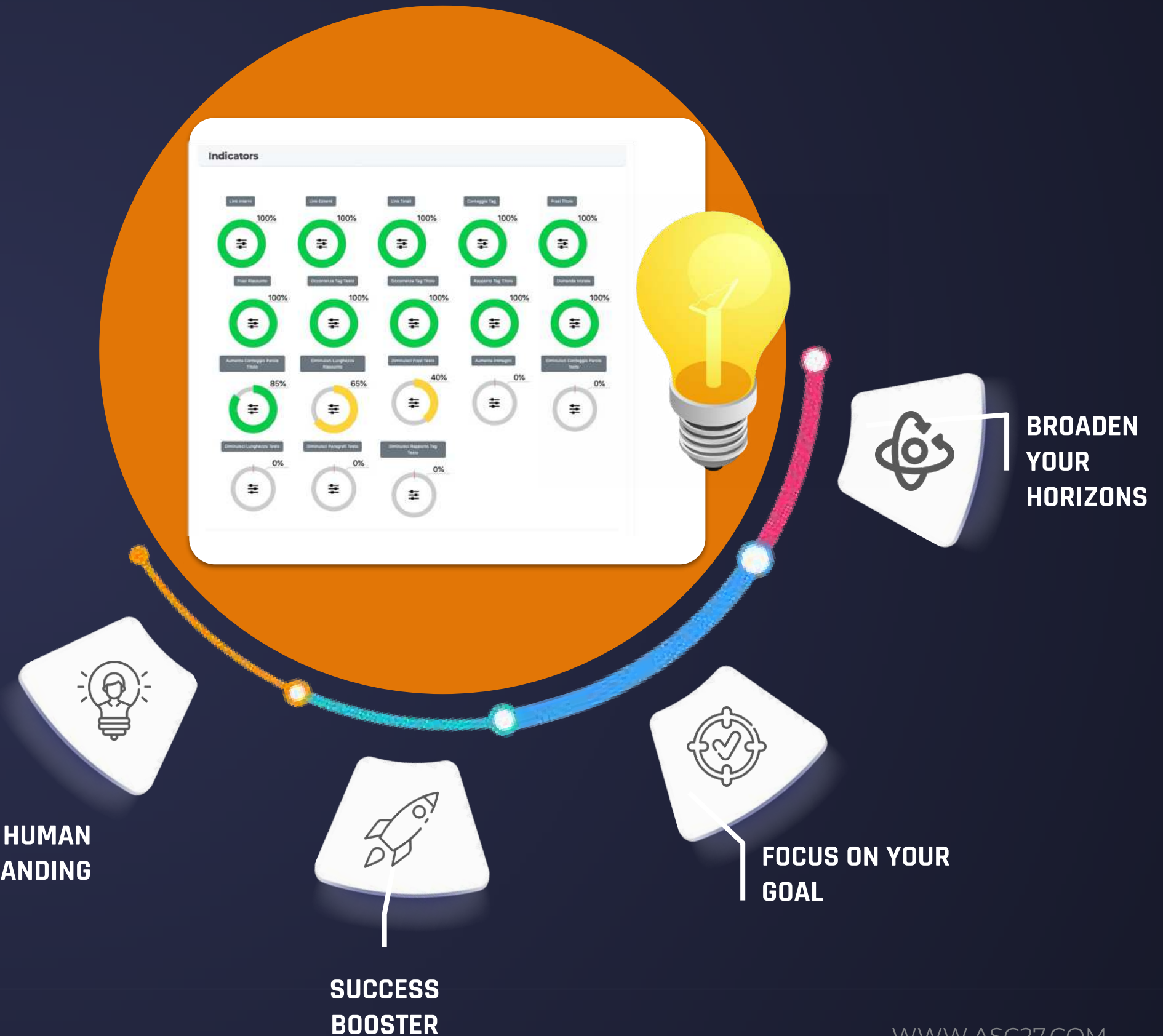
INSTAGRAM STORIES

TEXT 2 PIC

AI Editor Assistant

ASIMOV gives you **tailored advice** on how to improve your draft analyzing more than 700 indicators, so you can polish it and get ready for publication.

what you get?

Indicators

BROADEN YOUR HORIZONS

HUMAN UNDERSTANDING

SUCCESS BOOSTER

FOCUS ON YOUR GOAL

Features

All in one.
Every single feature works with others,
all based on an AI Model tailored on your data.

TREND DISCOVERY

Starting from any RSS source or any other monitored source of contents, ASIMOV will create **graphs**, **mind maps**, **word clouds** to highlight the actual trending topics and keywords around the web. **Generate draft proposals** for your upcoming article.

COMPETITOR ANALYSIS

Asimov can provide analytical reports depending on the need (business, marketing, public management) to detect the performance of competitors or the general opinion on your work

DATA 2 TEXT

ASIMOV is able to elaborate any kind of **structured data** (tables, data streams, etc) and generate **draft proposals** for your next article.

PRESS RELEASE ANALYSIS

Given a press release, ASIMOV can rework it in a more enriched way with different outputs: summary, draft for a subsequent article, IG Stories, metadata; all always in multilingual.

PODCAST&AVATAR

Whatever your input, be it text or data, you can turn it into a synthesized speech for podcasts and audio files - **realistic** and **human-proof**. Also, generate a realistic digital avatar to transmit wherever you want.
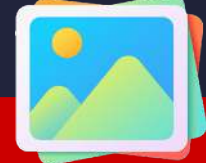
TRANSCRIBE

ASIMOV catches and understands all your desired **talks** and **speeches** and turns them into useful textual files.

INSTAGRAM STORIES

From a text and with a simple research, ASIMOV will suggest you the perfect **pictures**, **filters**, **caption**, and watermark to create your next Instagram story.

TEXT 2 PIC

Whatever your text or content, ASIMOV gives color to your article generating the **images** that best suit your website or blog, already **customized** in style and captions for your platform.

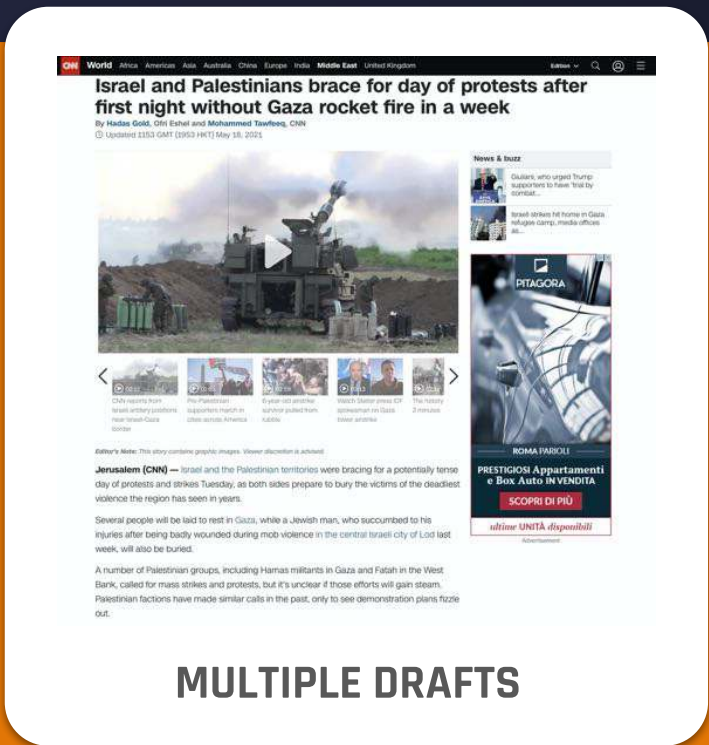**EXTRA FEATURES** (addable in any function)

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Trend Discovery

what you get?

Starting from any RSS source or any other monitored source of contents, ASIMOV will create **graphs, mind maps, word clouds** to highlight the actual trending topics and keywords around the web. With a similar principle, you can **generate** several **Draft** Proposals for your next content!

KEYWORD'S REPUTATION

TRENDING TOPICS IN YOUR SOURCE

WORD CLOUD OF THE MOMENT

Whatever topic: Pop, Life-science, Tech, Local News, Music...

TREND DISCOVERY BY TOPIC

AUTOMATED MINDMAPS GENERATION

TIME-COMPARABLE METRICS

EMERGING TOPIC

TREND DISCOVERY BY SOURCE

MULTIPLE DRAFTS
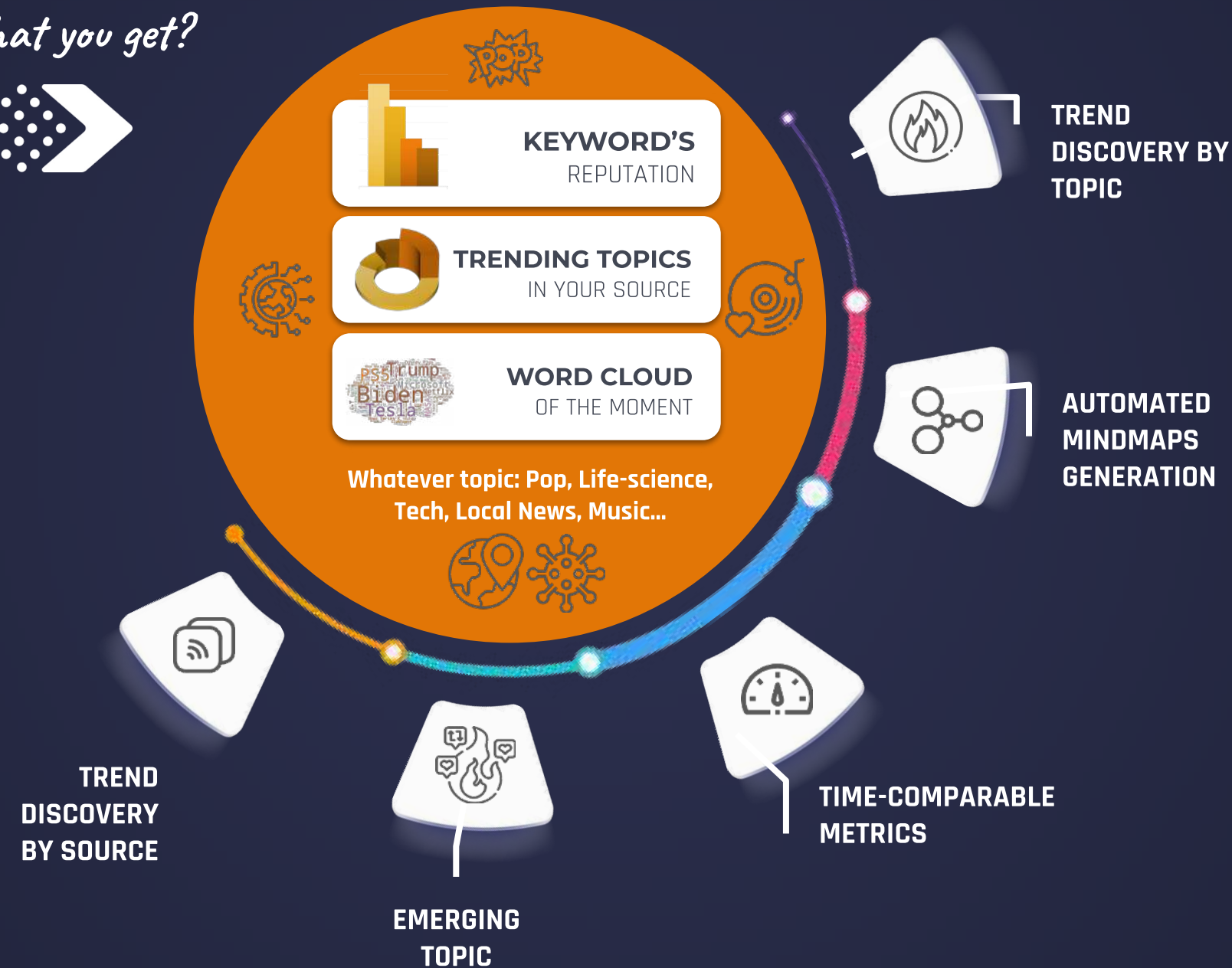
INSIGHTS and DRAFTS GENERATION

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Competitor Analysis

what you get?

Monitoring and **extracting** relevant information from **editorial, web, social media sources** depending on area of interest. Whether you want to get a **detailed analysis on the performance** of your company, magazine or monitor the **reputation** of a key figure, Asimov will provide a comprehensive report.
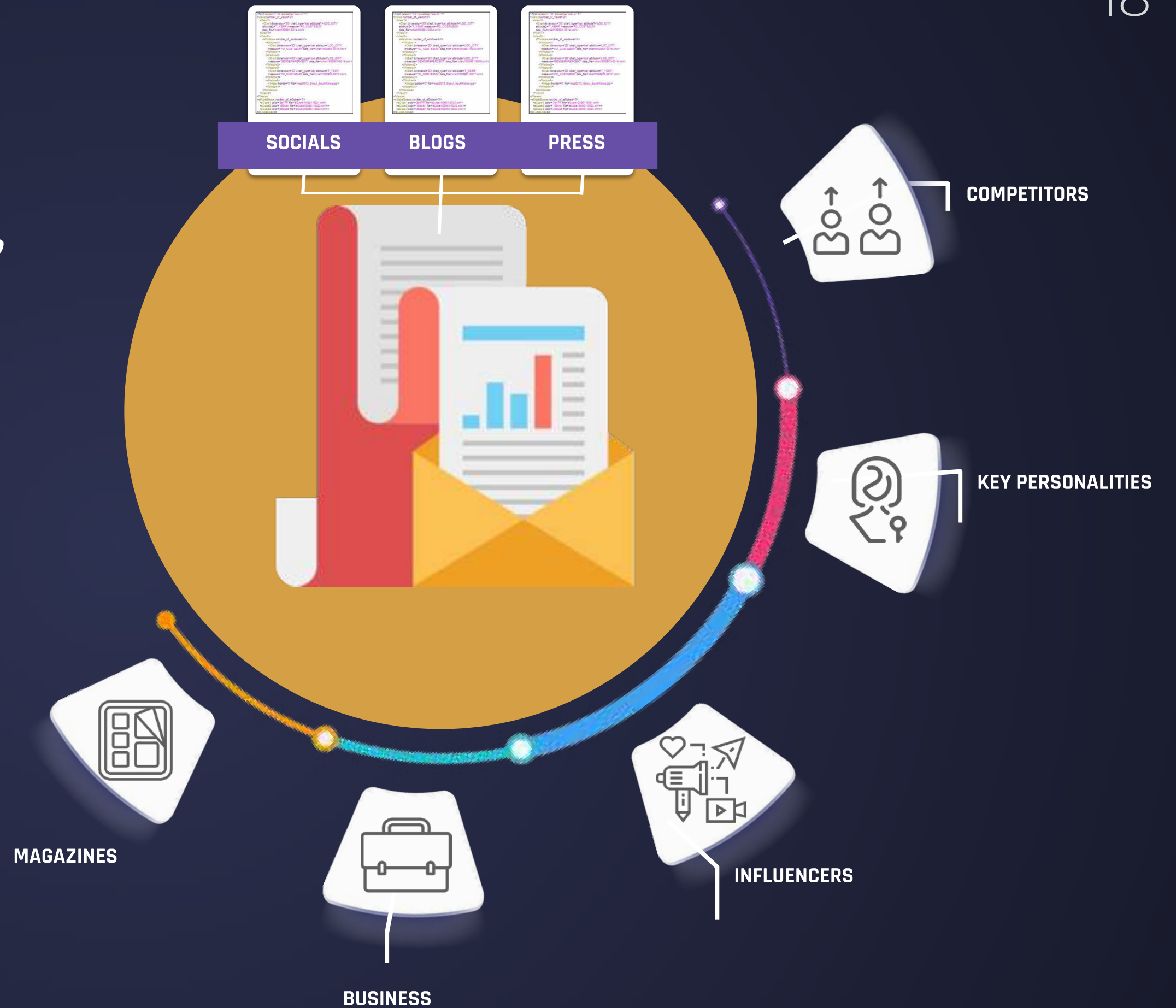
SOCIALS   BLOGS   PRESS

COMPETITORS

KEY PERSONALITIES

MAGAZINES

BUSINESS

INFLUENCERS

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DATA
2 Text

what you get?

ASIMOV is able to elaborate any kind of **structured data** (tables, data streams, etc) and generate **draft proposals** for your next article.

XML XML XML
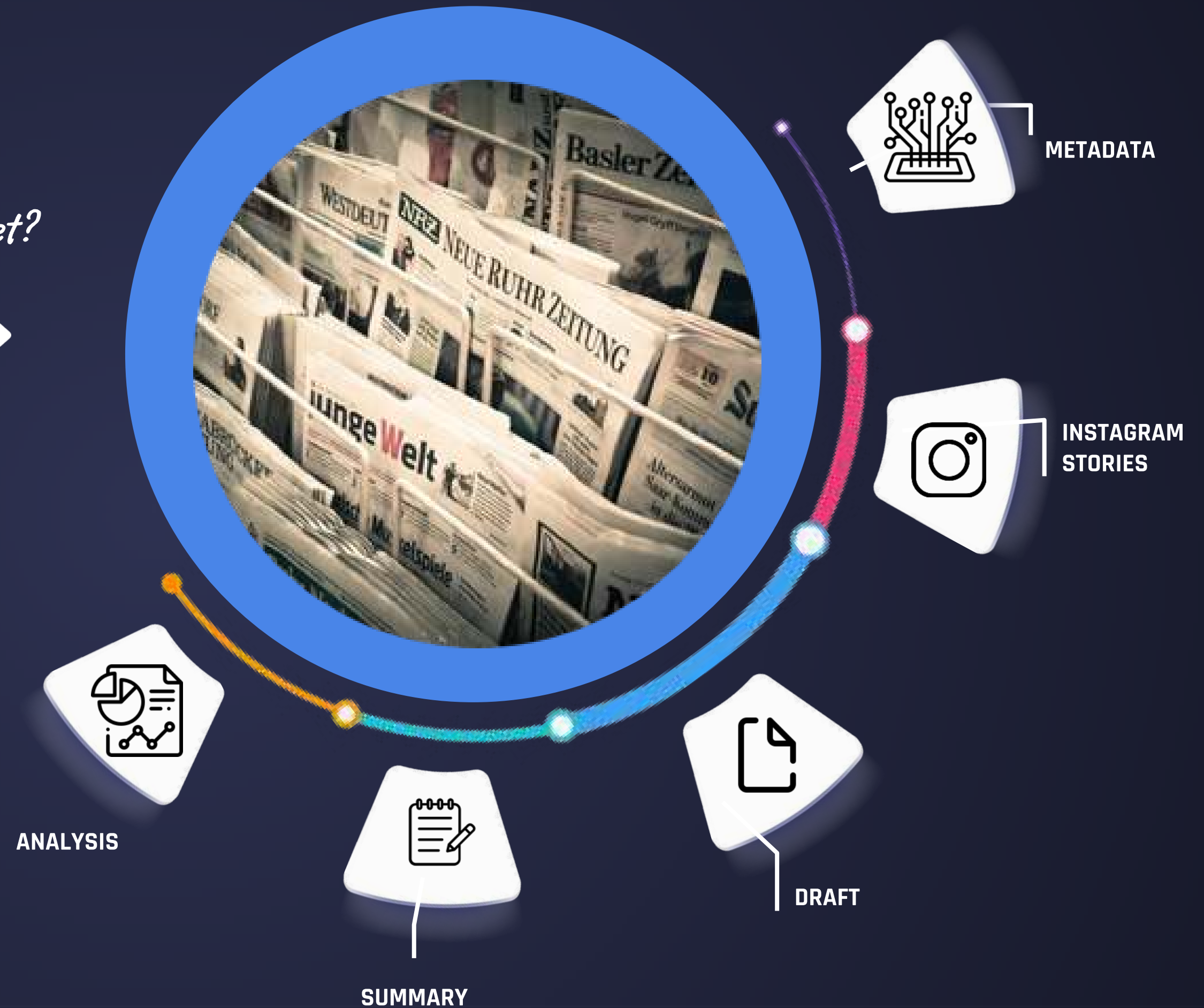
DRAFT READY

REAL-ESTATE ARTICLES

ARTICLES FROM DATASHEET

SPORTS NEWS

WEATHER NEWS

FINANCE NEWS

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▥asimov

Press Release
Analysis

what you get?

Every day, many editorial teams receive **hundreds of press releases**. Many choose, to save time, to publish them by the "copy-paste" method. **Asimov** allows you to make **each press release original**, reworking it in a way that conforms to the style of the editorial team.

METADATA

INSTAGRAM STORIES

DRAFT

ANALYSIS

SUMMARY

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XML

TEXT 001
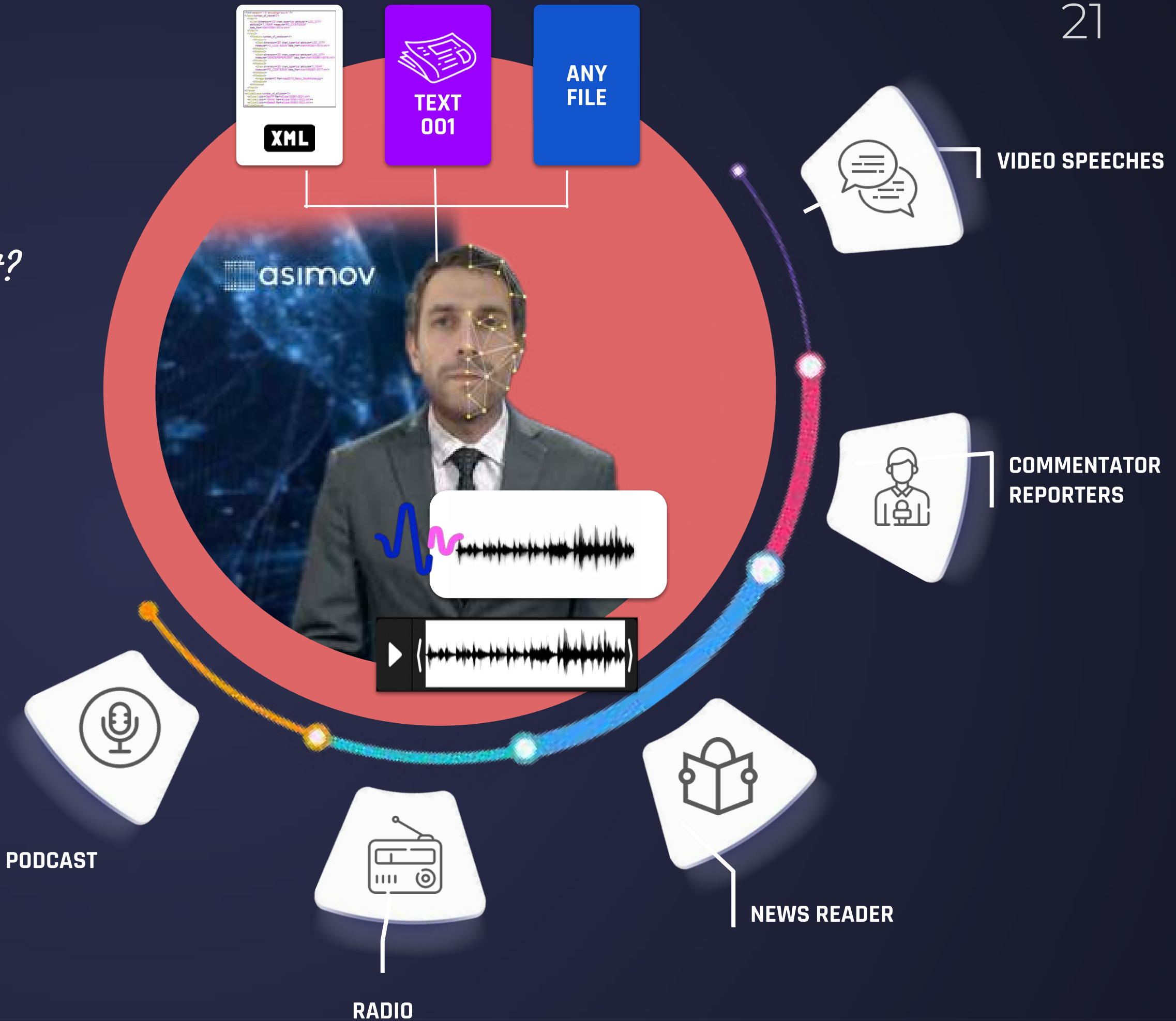
ANY FILE

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Podcast&Avatar

what you get?

Whatever your input, be it text or data, you can turn it into a synthesized and **multilingual** speech for podcasts and audio or video (digital avatar) files - **realistic** and **human-proof**.

Extra use cases: visually impaired solutions, retail applications.

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VIDEO SPEECHES

COMMENTATOR REPORTERS

NEWS READER

PODCAST

RADIO

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Transcribe

what you get?
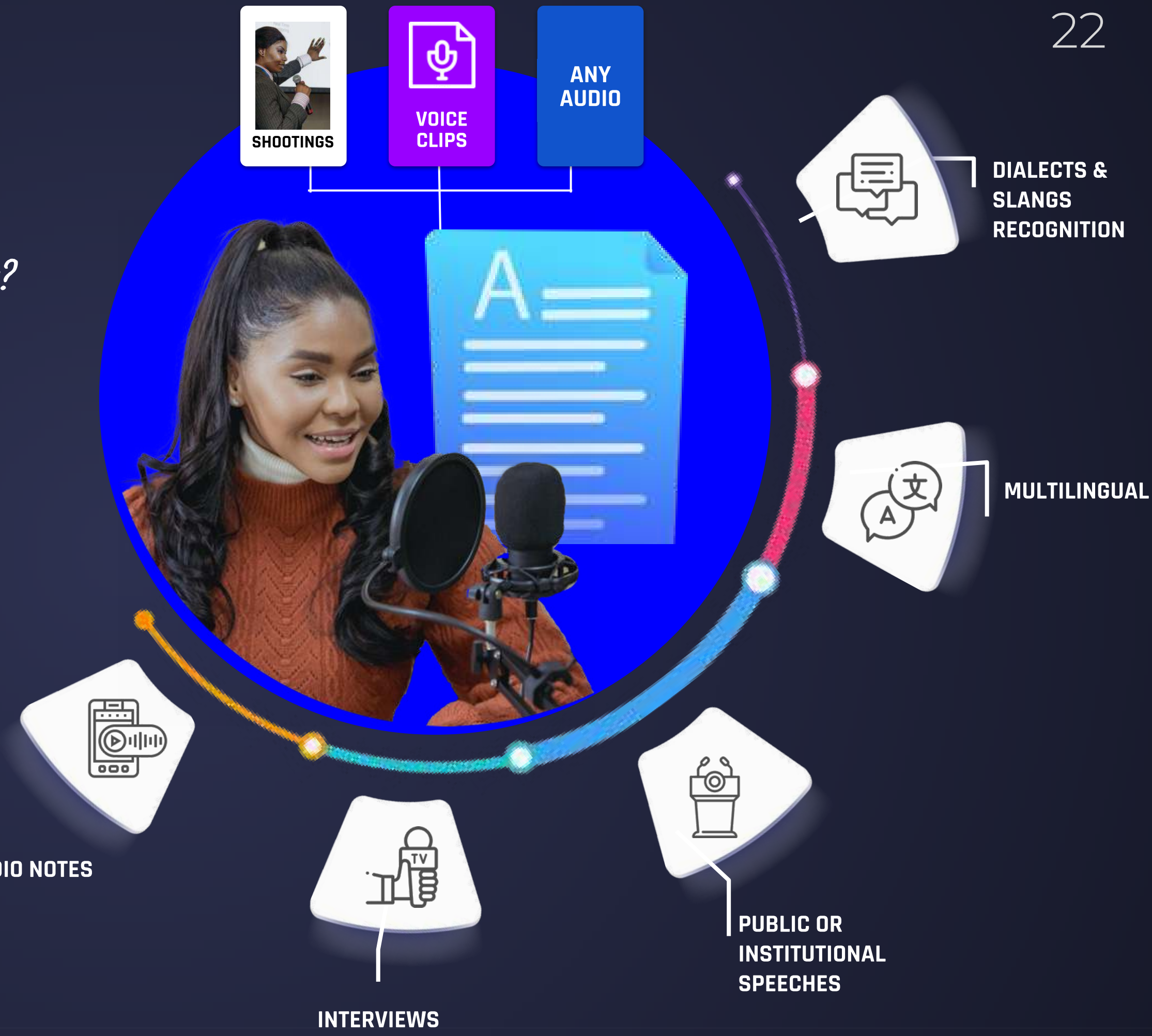
ASIMOV catches and understands all your desired **talks** and **speeches** and turns them into **textual files**.
Refine before publishing, or save all your notes so you won't lose any idea.

SHOOTINGS

VOICE CLIPS

ANY AUDIO

DIALECTS & SLANGS RECOGNITION

MULTILINGUAL

AUDIO NOTES

INTERVIEWS

PUBLIC OR INSTITUTIONAL SPEECHES

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ASIMOV

Instagram Stories*

From a text and with a simple research, ASIMOV will suggest you the perfect **pictures**, **filters**, **caption**, and watermark to create your next Instagram story.

*extra addable feature to any other feature

what you get?

XML

TEXT 001

ANY FILE

MATCH HIGHLIGHT

LINK TO POST

NAPOLI - ROMA 0-3

HASHTAGS

AI-GENERATED CAPTIONS

PATTERNS

AUTOMATIC CORRELATED RESEARCH

CUSTOMIZABLE FILTERS

ASC27

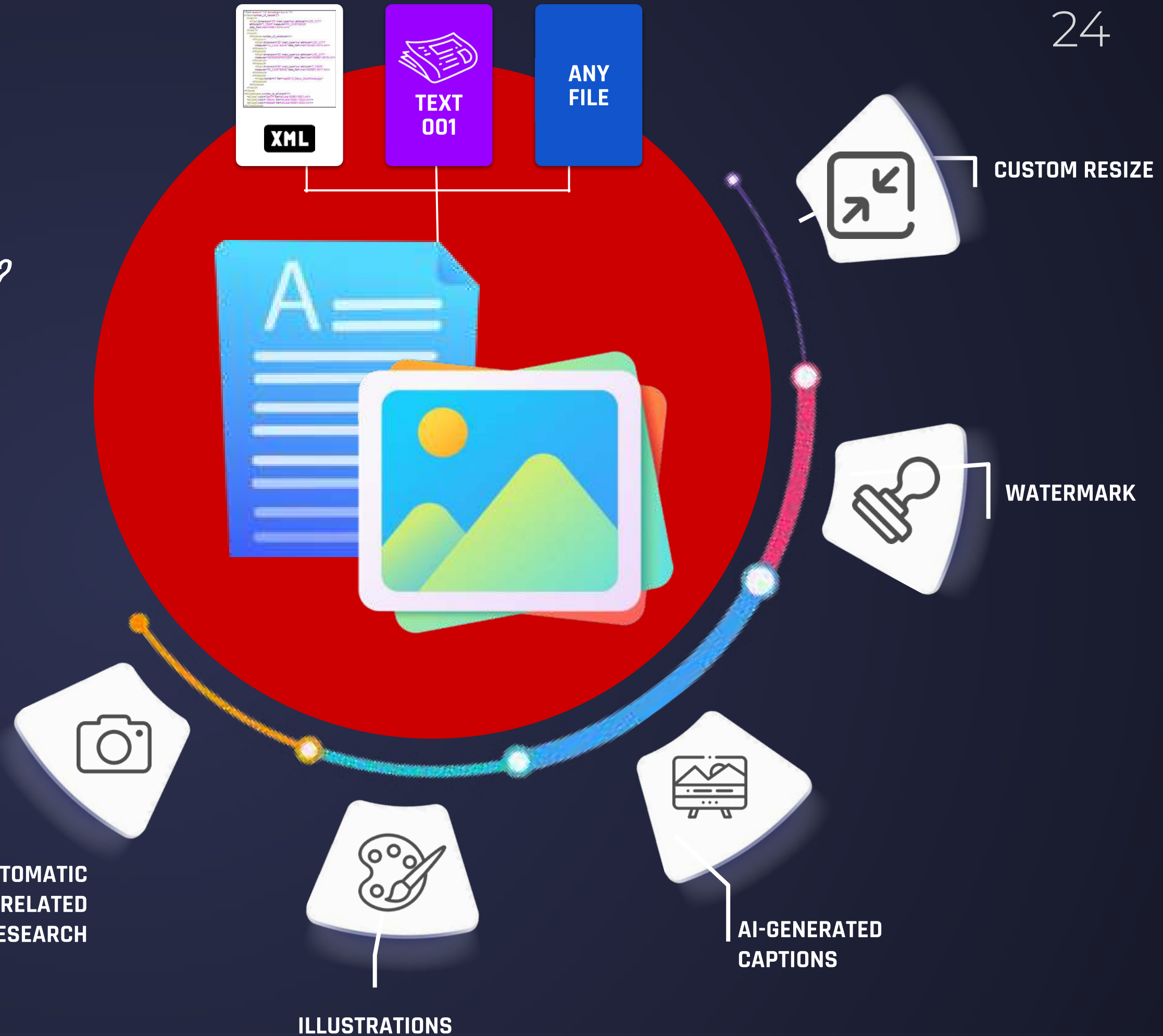*EXTRA ADDABLE FEATURE TO ANY OTHER FEATURE

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Text 2 Pic*

what you get?

Whatever your text or content, ASIMOV gives color to your article generating the **images** that best suit your website or blog, already **customized** in style and captions for your platform.

XML

TEXT 001

ANY FILE

A

CUSTOM RESIZE

WATERMARK

AUTOMATIC CORRELATED RESEARCH

ILLUSTRATIONS

AI-GENERATED CAPTIONS

ASIMOV'S MARKETPLACE IS BORN.

The marketplace will **only be accessible to industries**, not private individuals

Celebrities/common people will give their figure and/or voice

Set the price per minute of use of your digital avatar and podcast voice

Choose **who will be allowed to use** your articles and who will be not

Retain **ownership rights**: ASIMOV respects the strictest laws and rules of the AI ethic scope

Watermark technology protects all involved factors from unauthorised use

FAQ

CAN ASIMOV BE CUSTOMIZED FOR ANY MAGAZINE CMS ROUTINE?

YES, ASIMOV CAN BE ADAPTED TO BE INTEGRATED IN THE MAGAZINE'S CMS WORKFLOW

HOW DOES ASIMOV'S AI LEARN?

THE ASIMOV AI MODEL WILL BE BUILT ON THE PAST MAGAZINE'S ARTICLES AND METRIC OF SUCCESS.

HOW LONG DOES ASIMOV'S INTEGRATION TAKES?

GENERALLY IT'S VERY FAST: ASIMOV CAN BE FULLY INTEGRATED IN YOUR CMS'S WORKFLOW IN 1-2 WEEKS

CAN WE TEST ASIMOV BEFORE WE BUY IT?

SURE. WE SUPPORT MANY TESTING MODELS. JUST ASK.

I HAVE A CUSTOM REQUEST. NOW WHAT?

JUST ASK. ASIMOV IS FULLY BUILT BY US, FROM THE GROUND UP. WE ARE ABLE TO ACCOMODATE CUSTOM REQUESTS.

THANK YOU

DO YOU HAVE
ANY QUESTIONS?

JUST ASK.
WE ARE ALWAYS
AVAILABLE

ASIMOV