

مُحَلِّل

# Introduction

Moulén is an **AI advertising board** that detects the gender and age of a person and shows the best-fit commercial ad.





# WHY MOULEN IS A MOST HAVE FOR BUSSINESS

1

## Cost-effective

Compared to other forms of advertising, such as TV or radio ads, Moulen can be a more cost-effective option for reaching a large audience.

2

## Brand awareness

Moulen are an effective way to increase brand awareness and recognition.

3

## Support for the arts

In some cases, Moulen can be used to support public art initiatives or cultural events, providing a platform for artists and performers to showcase their work to a wider audience.

4

## Promote new products or services

Moulen can be used to generate buzz and excitement around new products or services, helping to increase awareness and drive sales.

# OUR GOALS



## Increasing brand recognition

Moulen can help to increase brand recognition by promoting a business or organization to a wide audience.

01



## Increasing sales

Moulen can be used to promote products or services and drive sales by creating a sense of urgency or excitement around a particular promotion or discount.

02



## Promoting events or initiatives

Moulen can be used to promote events or initiatives, such as concerts, festivals, or charity drives.

03



## Appeal to specific demographics

By targeting specific demographics with their Moulen campaigns, businesses can differentiate themselves from competitors and establish themselves as a preferred choice among those demographics.

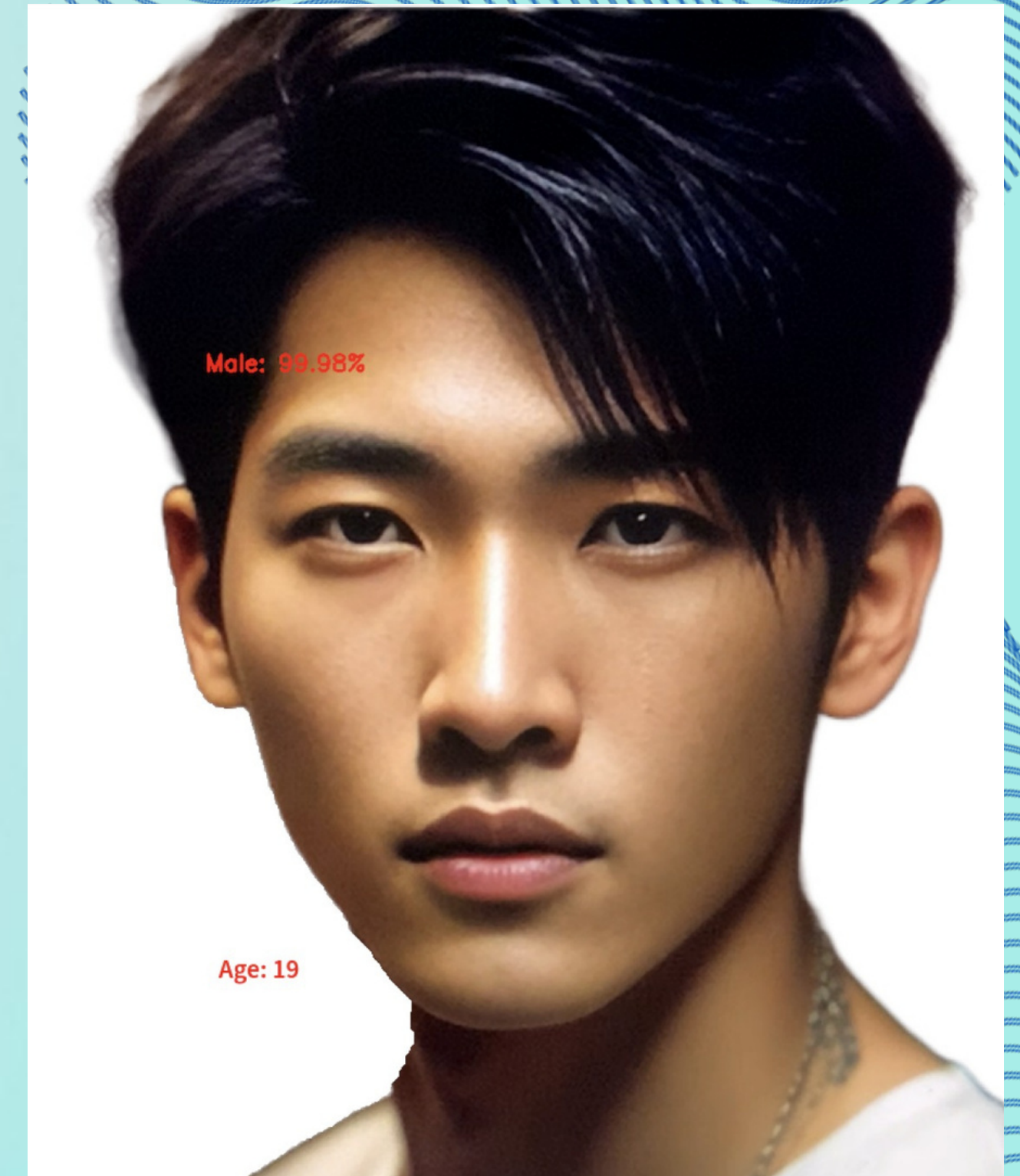
04



# HOW DOES MOULEN WORKS

Moulen runs in real-time, meaning it can detect the age and gender of a person who is in front of the camera, using computer vision techniques.

It uses pre-trained models that were trained on large datasets to detect the facial features and classify the age and gender from them.





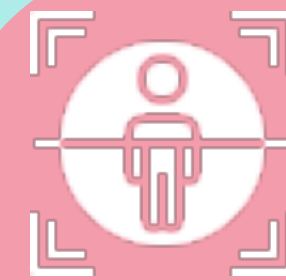
# MOULEN IN THE FUTURE



USE MOULEN ON  
THE BIG BOARDS  
IN THE ROADS



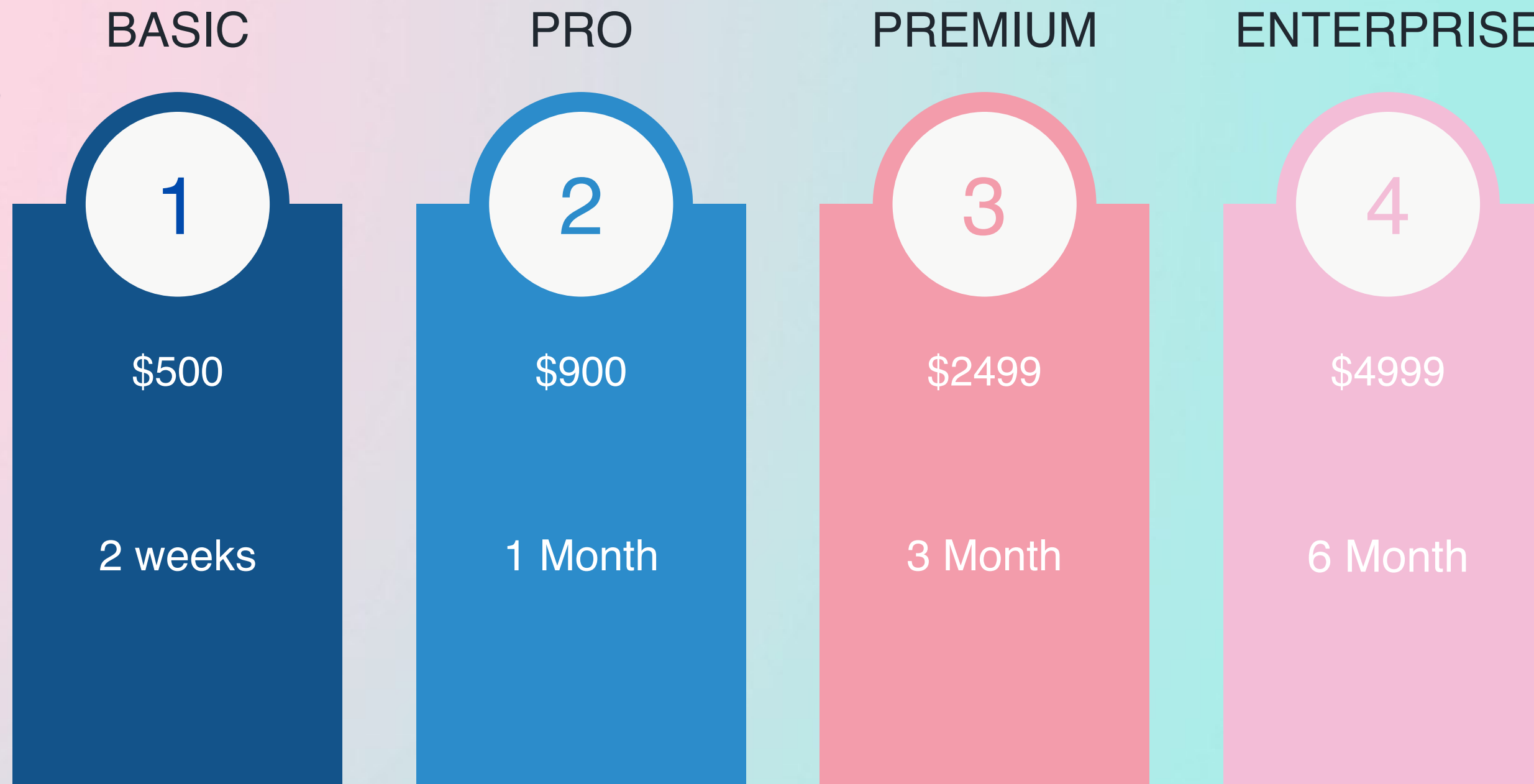
REAL-TIME  
TRACKING OF  
VIEWER  
ENGAGEMENT



IMPROVE MODELS  
ACCURACY BY  
CONSIDER MORE  
DETECTING FACTORS  
LIKE CLOTHES AND  
BODY LANGUAGE



# BUSINESS PLAN





# OUR TEAM



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