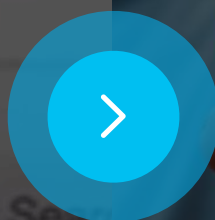


vacations kids will  
FROM  
**PARENT  
REVIEWED**

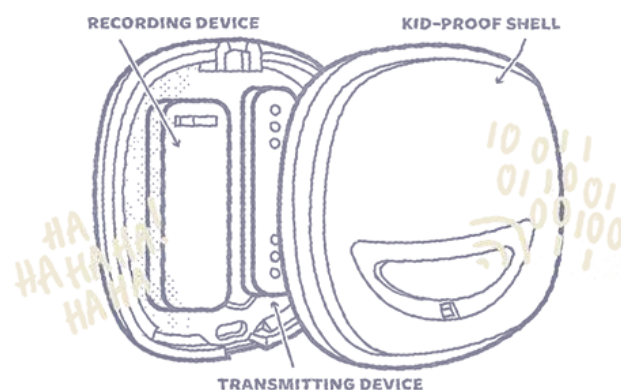


TO  
**KID  
REVIEWED**

ENTERTAINMENT: TENNESSEE TOURISM  
**IDENTIFIED AN ENTIRELY NEW  
TRAVEL REVIEW METRIC – LAUGHTER.**

We created a first-of-its-kind wearable device that measures laughter and excitement to determine how much fun kids have in Tennessee.

We put the devices on hundreds of kids across 31 locations in Tennessee. Equipped with a microphone, GPS technology and cloud computing, the device recorded audio samples in 10-second increments and sent them to a neural network, where artificial intelligence (AI) software determines if a sound is laughter.



**2M+**  
Data points  
analyzed

**1.6M+**  
Seconds of  
laughter

**\$40M**  
Direct hotel  
revenue

**235M**  
Earned  
impressions