SMARTCUBE

"Your Personalized TV Experience"

Problem

Most people are **unsatisfied** with their **TV recommendations** …

… because **only** their **viewing history** and **ratings** are considered

… **but not** their current **mood** or **social interactions**

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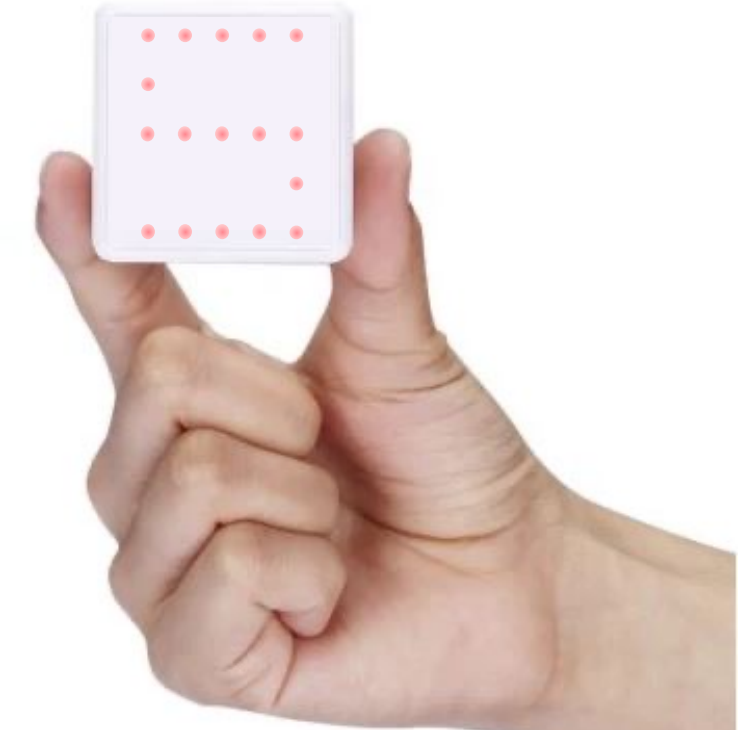
Solution

SMARTCUBE: Define your current TV mood and get better personalized recommendations



Save Time

Spare your Nerves

Enjoy more

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Product Use Case

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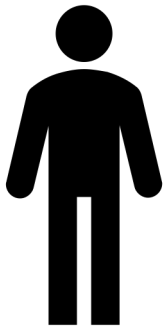
Product Technology

User



User chooses category by turning Cube

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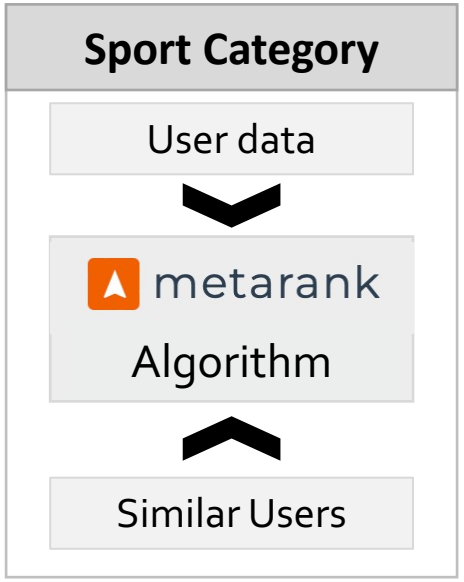
Cube identifies which category was selected and sends signal to recommendation engine

ML Algorithm



ML algorithm takes User data (e.g. favorite sports club) and similar users into account

Recommen-dation

Algorithm generates priority list of recommendations

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Market Validation

64%

of people use personalized TV recommendation engines

79%

of them are unsatisfied with their TV recom-mendations[1]

67%

would use a mood depicting device to improve the recommendations

Note: Data based on survey conducted at Start Summit (n=33)

1: Rated the recommendations with 3 or less out of 5

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Outlook potential

A soon as the customer is locked in, the potential of the **SMARTCUBE** is limitless:

From TV recommendations…

… over social interaction …

.. to a smart home device

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Team

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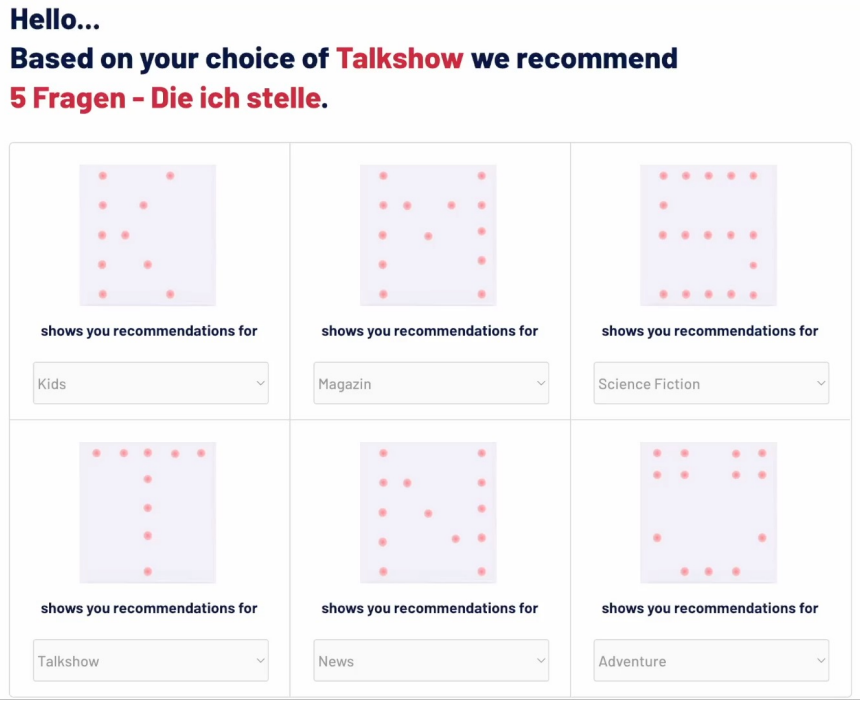
Backup

Recommendation Demo



Recommendation engine

- Our engine is based on the open-source platform from Metarank
- Metarank is a pre-trained recommendation engine which can be accessed in real-time to personalize the listings
- Integration: Define features with simple YAML configuration file and send historical events and metadata via a JSON API
- Demo: https://demo.metarank.ai
- Description: https://github.com/metarank/metarank

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