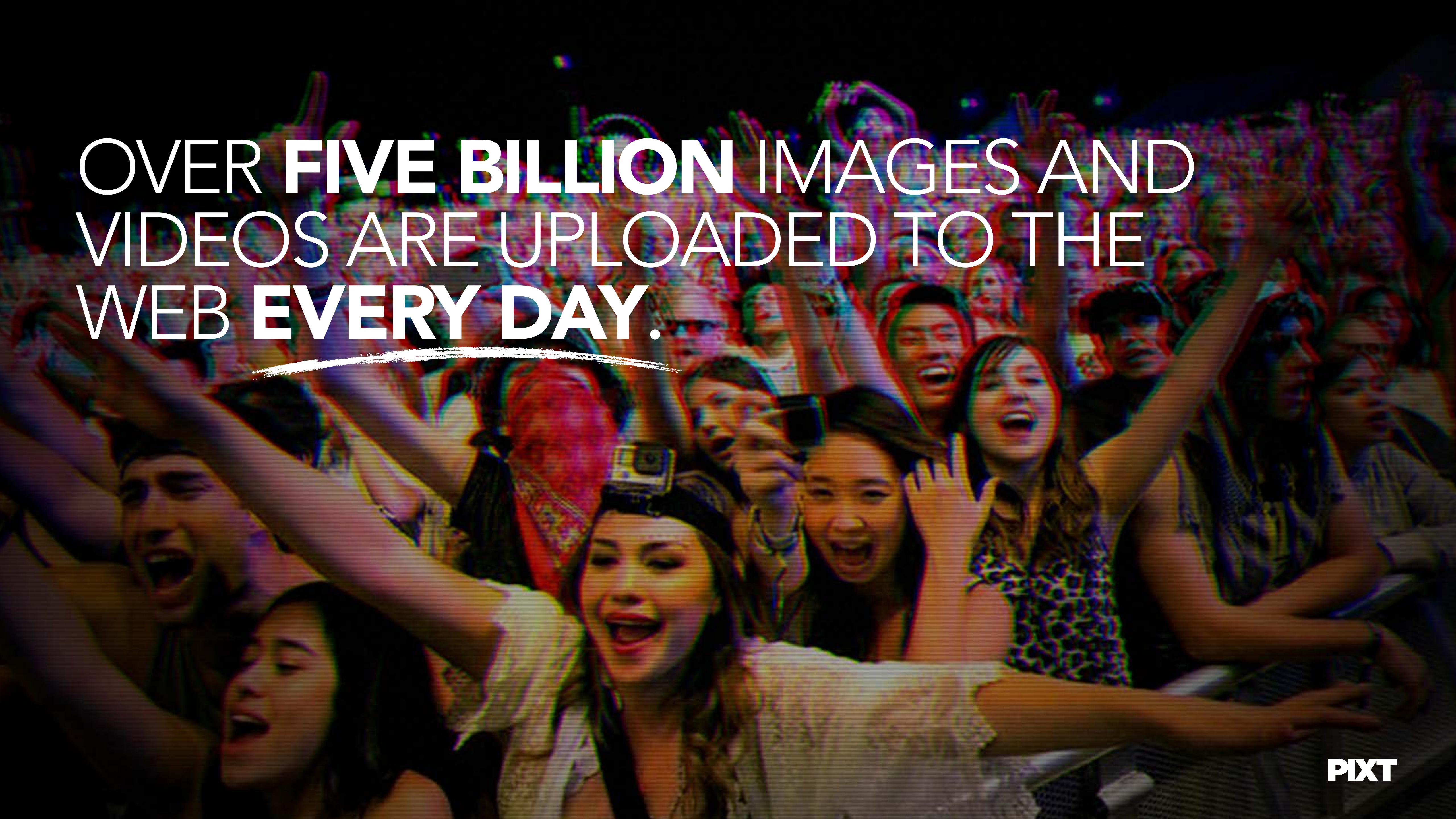


A dense crowd of people of various ages and ethnicities are gathered together, all holding up their smartphones to take pictures or record video. The scene is filled with the glow of screens and the collective energy of a large group sharing a common digital experience.

PIXI

THE WORLD'S FIRST ARTIFICIALLY
INTELLIGENT CONTENT NETWORK

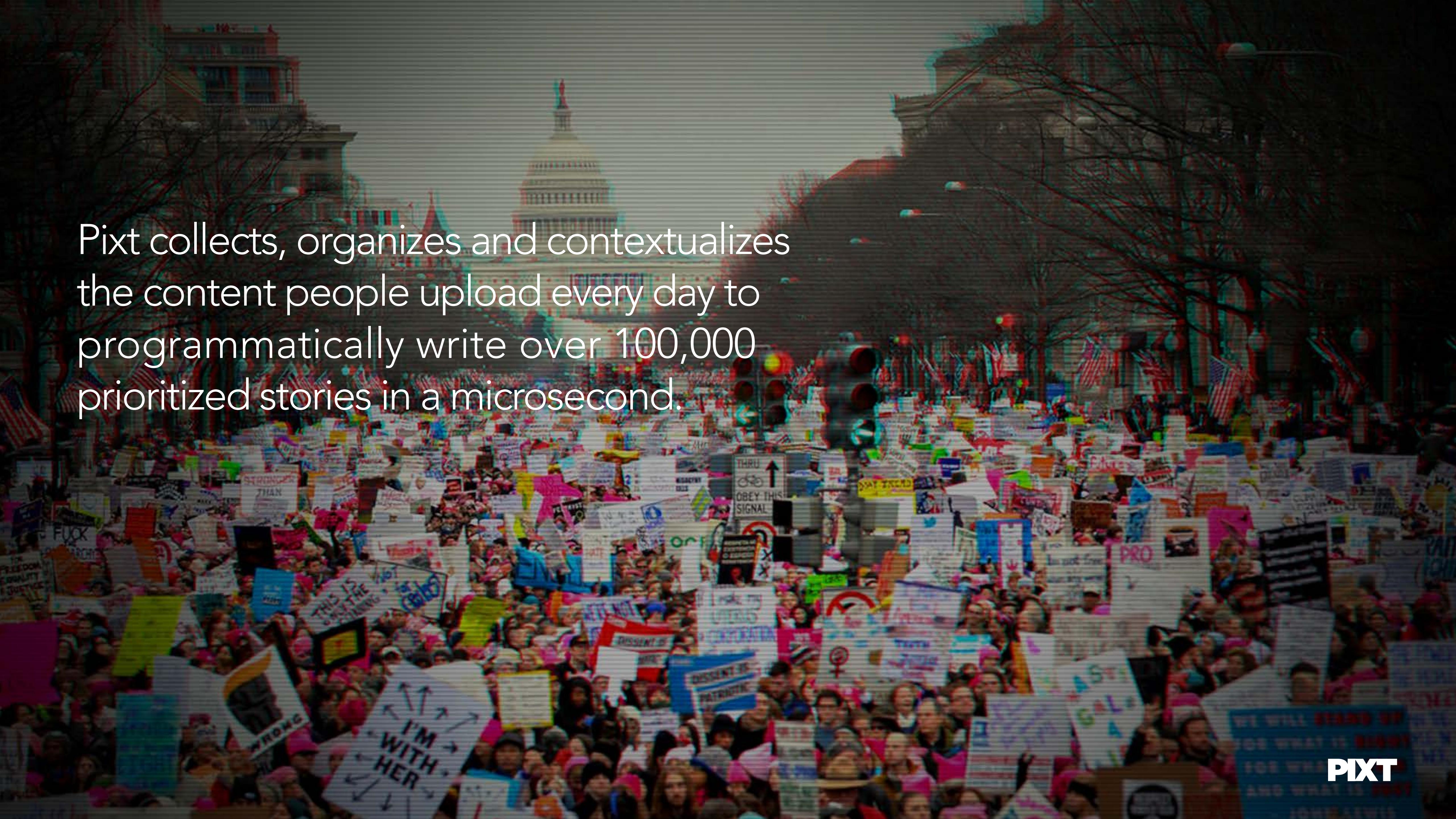


OVER FIVE BILLION IMAGES AND
VIDEOS ARE UPLOADED TO THE
WEB **EVERY DAY.**

**WHAT IF WE COULD MONETIZE
THAT CONTENT IN REAL TIME?**

THAT'S A LOT OF CONTENT, HOW DOES PIXT MAKE SENSE OF THAT?

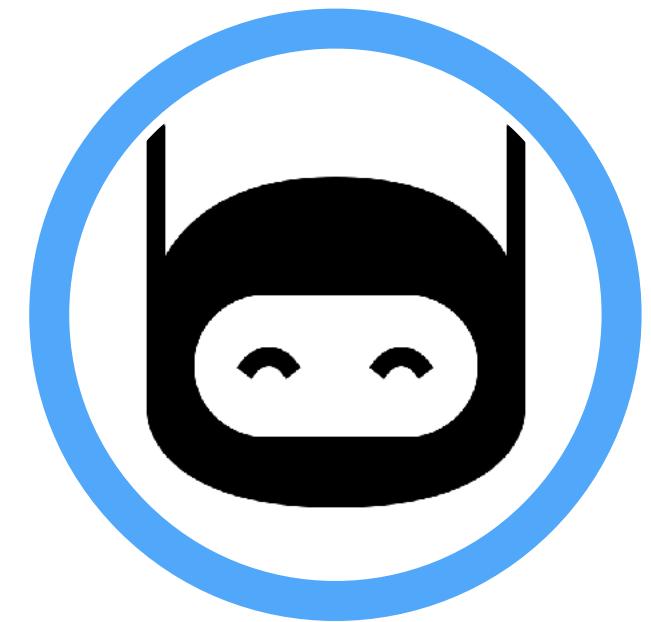
The Pixt machine learning framework is designed to receive, organize and contextualize all of that content in fractions of a second to create structure and instantly generate and deliver stories across people's social channels and mobile devices.



Pixt collects, organizes and contextualizes the content people upload every day to programmatically write over 100,000 prioritized stories in a microsecond.

WHAT IS PIXT?

Pixt is a first-of-its-kind application that is powered by the content that people upload and share. Driven by PixtBot, a unique Artificial Intelligence (AI) that collects, categorizes and creates stories of all of the collected data in real time.



Machine Learning

Pixt is designed to scrape metadata to collect, categorize and create live stories of images and videos uploaded by people like you and us.



Natural Human Behavior

A single picture or video can change everything. Pixt will be fueled by over 3 billion images and videos uploaded, in real time, every day.

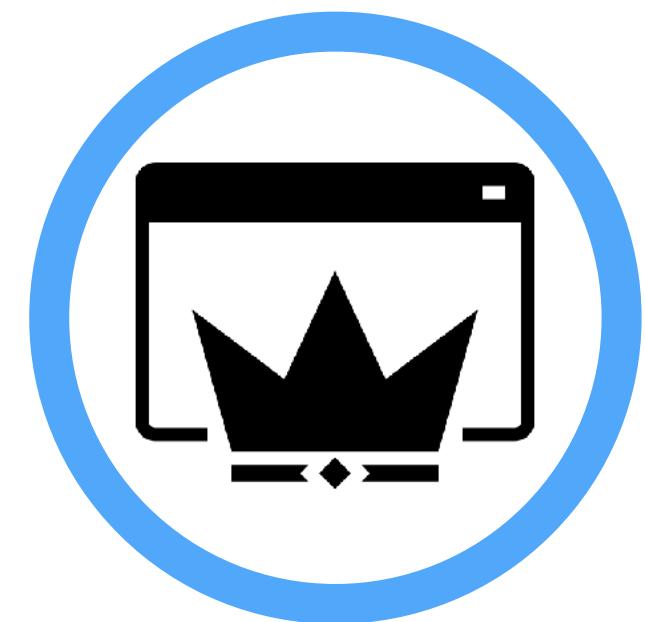


Content Licensing

The first content platform to create value of the content you create and share. Set the terms and value of the content YOU create in the Pixt Marketplace.

WHAT PROBLEMS DOES PIXT SOLVE?

Pixt will battle the problem of fake news and internet trolling—and simultaneously generate real time stories and content—by compiling media files that people around the world upload through any medium, including the Pixt app, website, or any messenger service, such as WhatsApp, Facebook Messenger, Line and more.



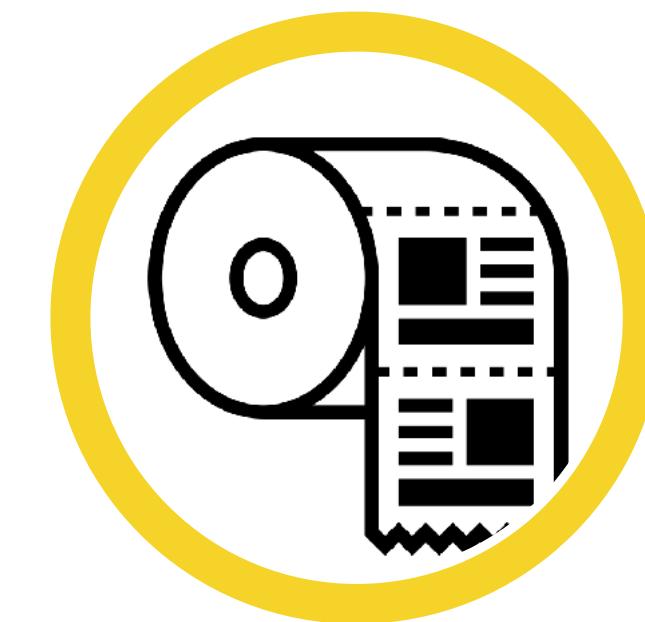
Automated Content

Pixt compiles the content that people around the world upload through any medium, including the Pixt app, website, or any chat/messenger service.



Real Time Stories

Pixt generates live stories in microseconds as events occur around the world. They are real stories, by real people, in real time.



Battle Fake News

Pixt will battle the problem of fake news and internet trolling, while generating live stories based on time, location, tags, and other metadata.

WHO ARE THE BUYERS?

Pixt will be the central resource where news agents, media channels, brands and others can purchase licenses to images and videos, creating a new marketplace for more than 3 billion images and videos uploaded every day by people like you and me.



Media and News Agencies

The real time aspect of the Pixt platform is a powerful resource for media and news agencies around the world. Pixt will capture stories as they happen where news agencies aren't.



Brands and Advertising

Every brand today is seeking content. Something their advertising agencies are slow to deliver at low cost. Pixt provides a platform for massive amounts of content.



SME's

Even smaller businesses will benefit from Pixt as a low cost solution for access to real and relevant content. Content that can be used in their marketing materials and websites.

WHO ARE THE USERS?

Pixt is an innovative social content platform by people for people—from professional content creators to everyone else. The Pixt platform destroys barriers to entry by looking beyond the native App model and creating a content marketplace where our users can profit and become part of the global story.



Content Creators

Professional content creators, including photographers, videographers, bloggers, and social media influencers will use Pixt to monetize their content.



Prosumers

People with a passion for photography and video production will use Pixt to create stories of their content and share among friends and social networks.



You and Me

Every holiday, travel experience, family get together, and epic memory will become your own personal story, connected to your friends' personal stories.

WHO ARE THE COMPETITORS?

Competitors in the startup scene.



Shoto

Shoto is a mobile app that helps find unseen photos shared by a user and their friends.

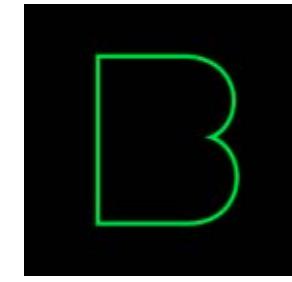
- Funding: \$1.75M USD Seed on September 26, 2015.
- The Shoto algorithm infringes on our Pixt patent.
- Approximately 30,000 app downloads in total on Google Play Store and Apple App Store.



Foap

Foap AB offers smartphone users and photographers the opportunity to earn money from their photos.

- Funding: \$2.3M USD Seed on December 8, 2014.
- Total equity funding of \$4.51M USD by 2016.
- Foap has been successful in generating content for global brands such as Pepsi, though through a manual process.



Beme

Beme is a video sharing platform that allows its users to share their personal experiences.

- Funding: \$2.6M USD Seed on July, 2015.
- By May 2016, Beme had raised \$6 Million USD.
- In November 2016, Beme was acquired by CNN for \$25M USD.



Storyful

Social news and marketing company that verifies and sells user generated content through manual fact checking,

- Funding: Four rounds, undisclosed amount.
- Acquired by News Corp in 2013 for \$25M USD.
- Storyful has struggled to get and generate content as they're not integrated with other platforms and they manually sort through user generated content.



USE CASE 1

A CONTENT CHANNEL FOR
MARKETERS AND GLOBAL
BRANDS.

Start small.

Grow big.

Pixt is the only content solution powered by Artificial Intelligence.

Corporations, publishers, advertising agencies, and more can leverage the Pixt platform to build massive libraries of authentic content, by real people, in real time.

Next Steps:

- Launch Pixt e-Commerce Marketplace.
- Introduce Natural Language Processing.
- Generate live articles in real time through machine learning.
- Launch SaaS Platform.



What if global brands had real time access to an artificially intelligent content platform, powered by the images and videos people upload every day?

COACHELLA

EVERY YEAR OVER 500,000
MUSIC FANS GO TO THE
COACHELLA FESTIVAL...



---AND THEY TAKE MILLIONS OF
PHOTOS AND VIDEOS AT THE
MUSIC-MEETS-FASHION EVENT.

THE DIGITAL MARKETING TEAM AT H&M
VISITS PIXT TO SEE THE FASHION STYLES
OF THE ATTENDEES.

HEY SHEILA,
COME LOOK
AT THIS...

THIS IS A
BRILLIANT
CAMPAIGN
IDEA--

...LET'S DO
THIS!

THEY SEE A LOT OF PICTURES
OF PEOPLE WEARING CLOTHING
ONLY AVAILABLE AT H&M---

Natural... Predictive search...

Search

Michaela said...
Coachella is like Fashion Week

Indio, CA, USA © 18/12/2016 @ 08:13

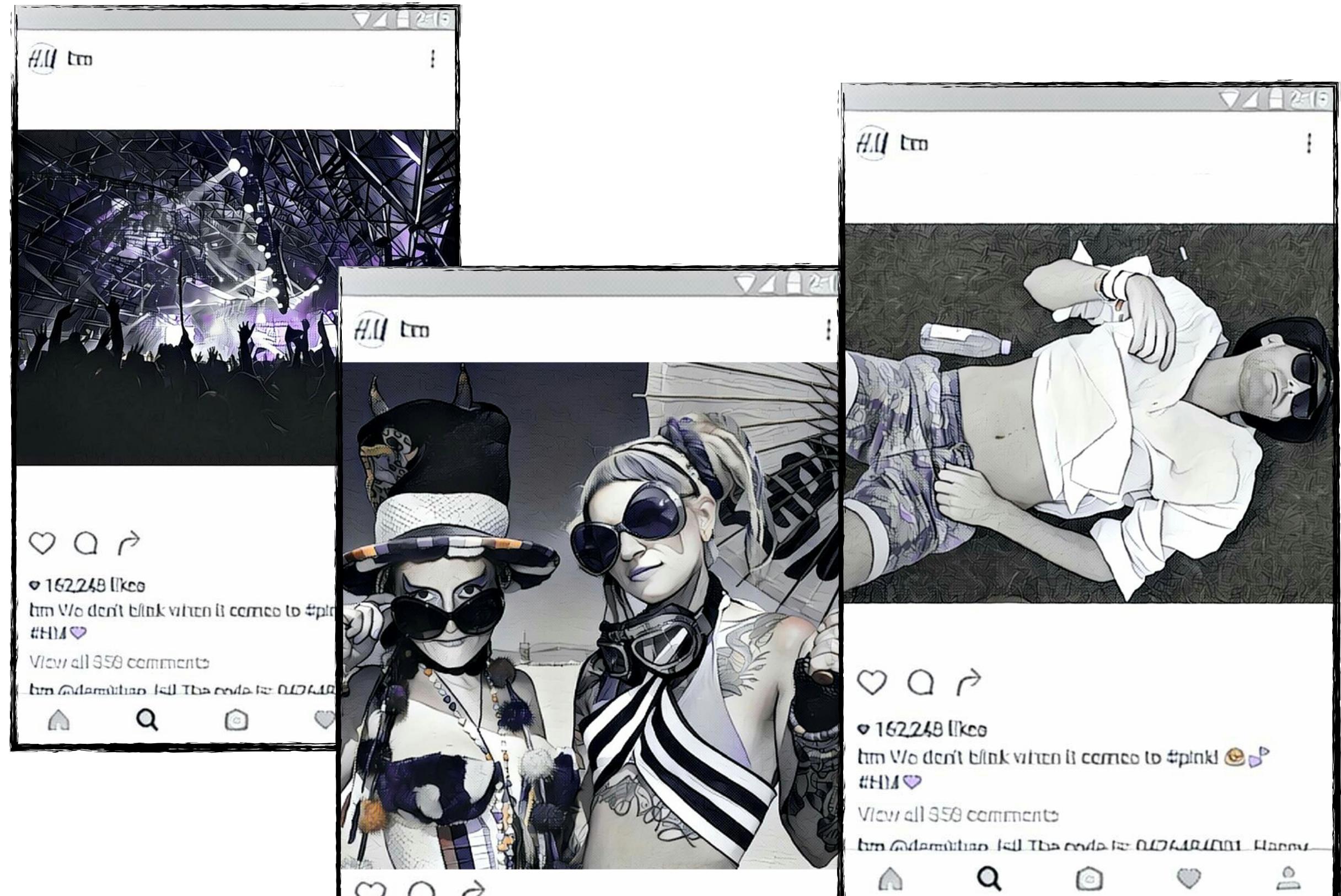
Licensing Rights

This video is licensed for exclusive usage. The owner retains rights to license and/or resell at their discretion. [Read more](#)

\$100 USD

BUY

**H&M BECOMES A PART OF THE
COACHELLA EXPERIENCE
THROUGH AN INSTAGRAM
PHOTO CAMPAIGN---**



**--AND THE PEOPLE AT COACHELLA
MAKE MONEY FOR THEIR IMAGES
AND VIDEOS AS THEY BECOME THE
VOICE OF H&M AT COACHELLA
IN REAL TIME!**



USE CASE 2

TRENDING GLOBAL NEWS
STORIES AND EVENTS.

What if we could generate content,
news, and stories in real time from
the billions of images, videos and
content people post every day?

BANGKOK THAILAND

4:13PM ON DECEMBER 18, 2016

WHAT WAS A TYPICALLY QUIET,
OVERCAST SUNDAY IS ABOUT TO
BECOME AN **INCREDIBLE EVENT**
THAT THE WORLD WILL REMEMBER
FOR GENERATIONS TO COME.



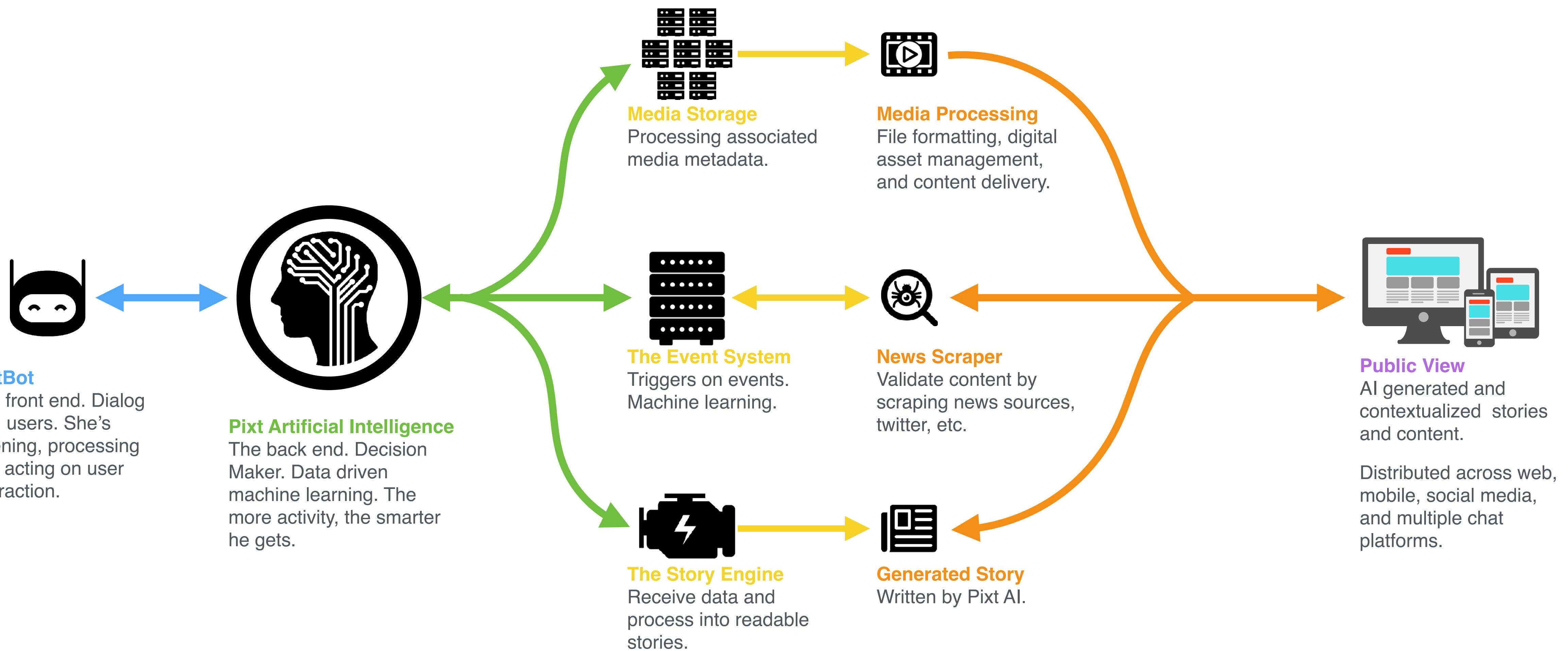
CLICK TO VIEW
THE REALLY EPIC ALIEN
INVASION PIXT MOVIE

USER JOURNEYS AND TECHNOLOGY

PIXT EVENT TRANSACTIONAL FLOWS

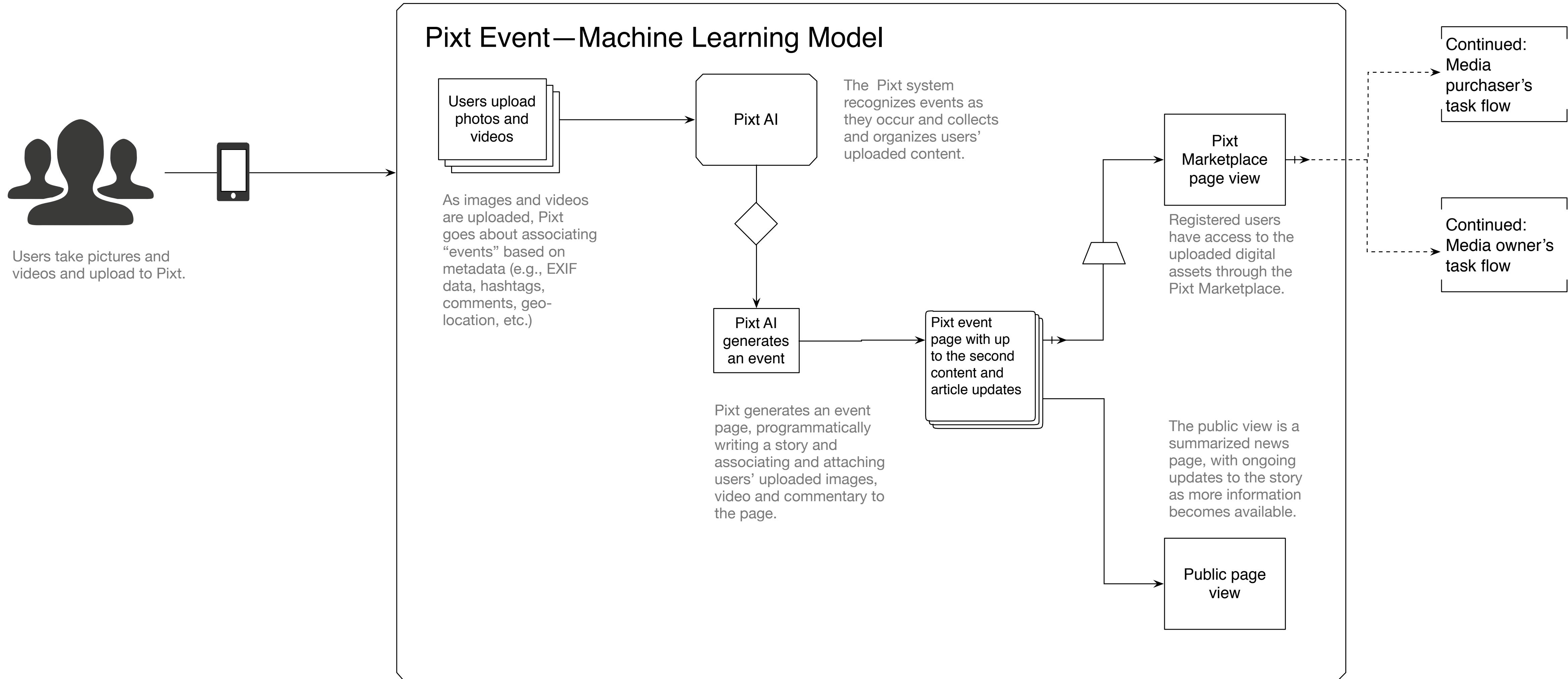
HOW PIXT ARTIFICIAL INTELLIGENCE WORKS

A high level look at the technology infrastructure of the Pixt Artificial Intelligence and content delivery model.

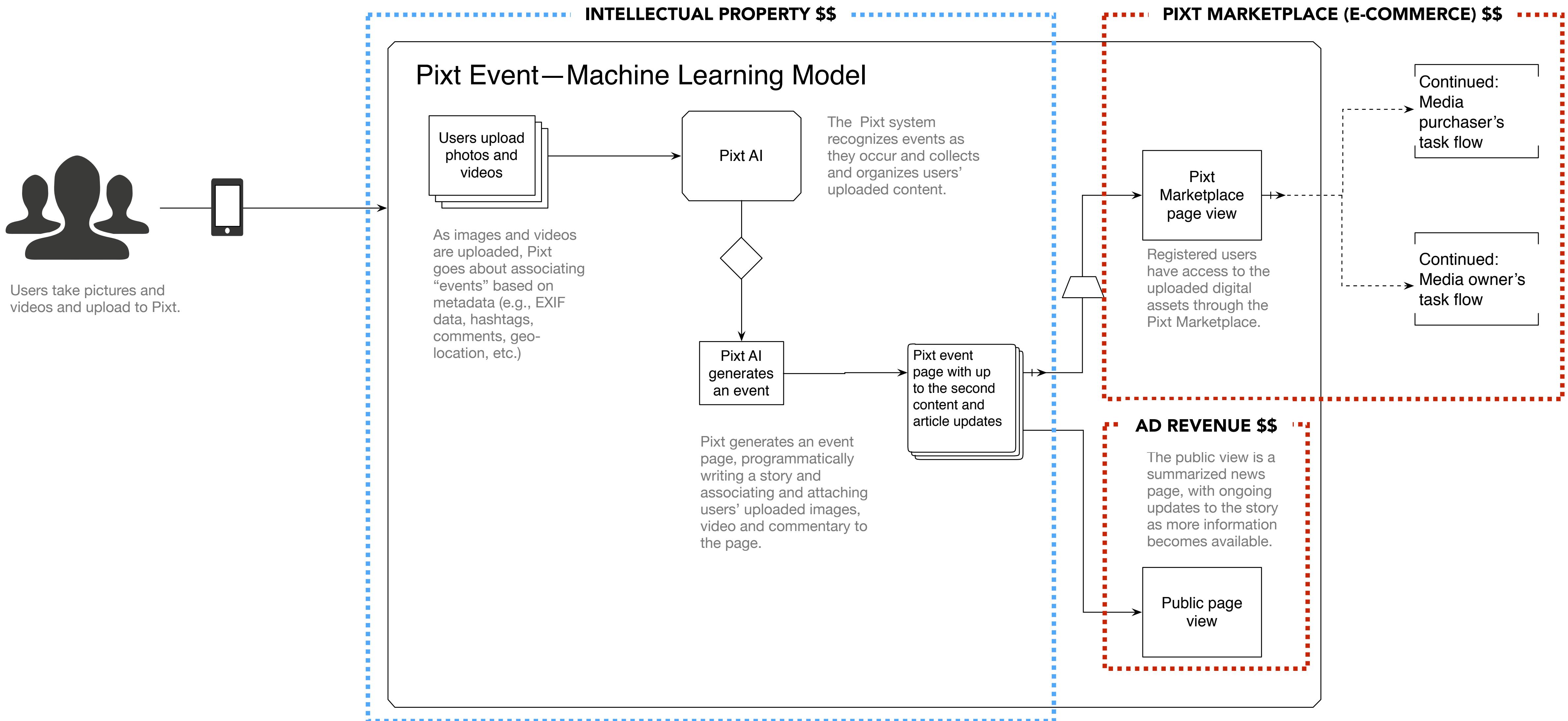


PIXT CREATES EVENTS AND STORIES

The Pixt system identifies events through machine learning to map related media files based on metadata such as location, timestamp, EXIF, comments, tags and more. When a threshold is met, the system will programmatically write a brief summary story of the event to be displayed on a public page.

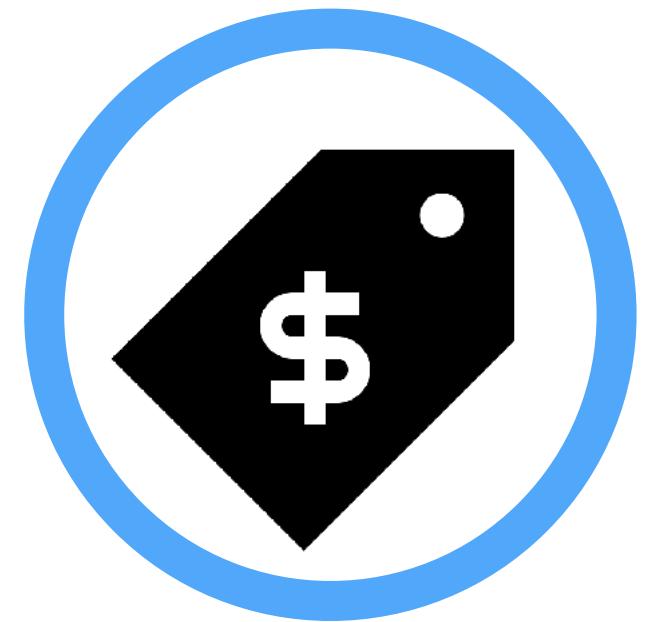


REVENUE PATHS (MAKING MONEY!)



THE PIXT LICENSING MODEL

The Pixt platform will manage content licensing, negotiations and pricing models for our users, providing recommendations based on the quality and uniqueness of content.



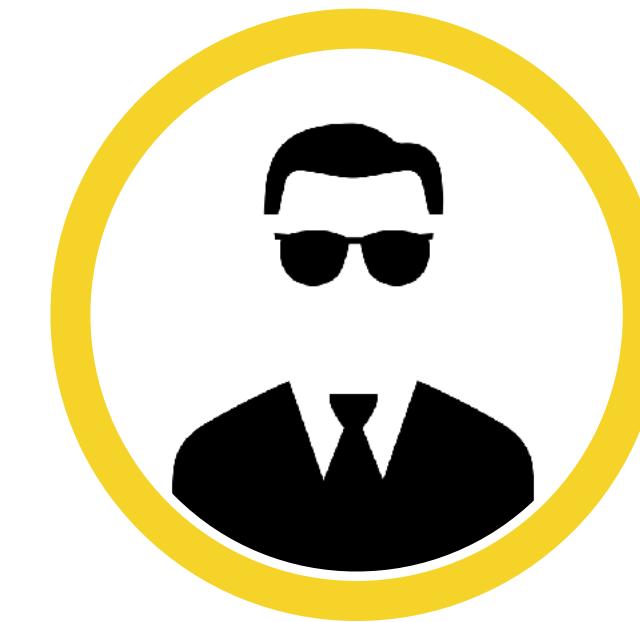
Fixed Price

Pixt provides suggestions for fixed pricing based on quality and uniqueness of content measured against other users.



Bidding

Users can choose to allow bidding on their content in the Pixt Marketplace, while still maintaining ownership of IP.

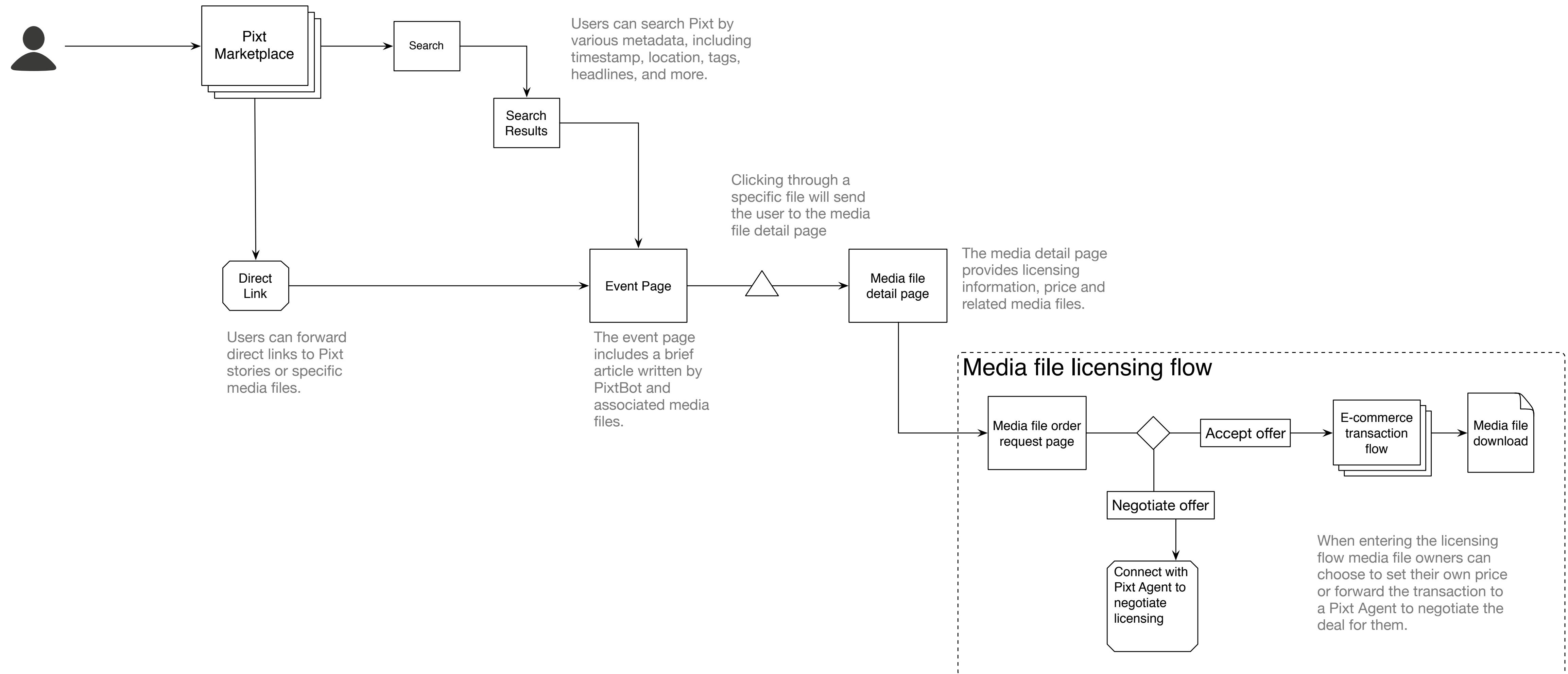


Pixt Agent Negotiation

In special cases, the Pixt AI may suggest that a user allow one of our Pixt Agents to negotiate licensing deals of IP.

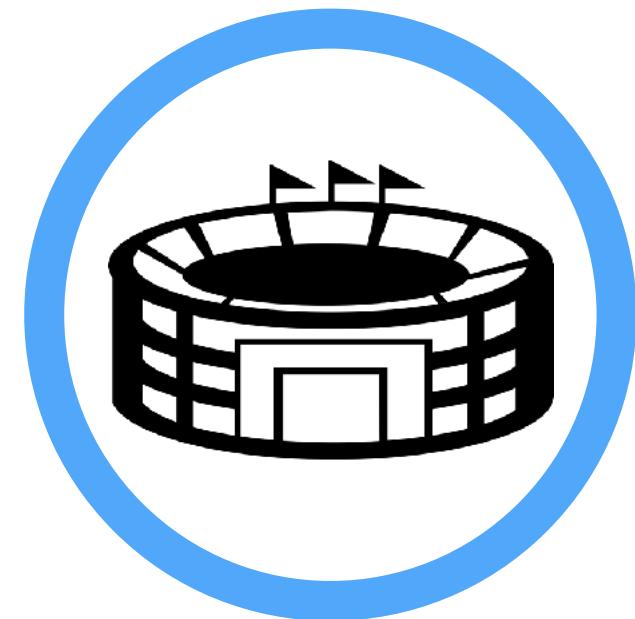
MEDIA FILE LICENSING FOR PURCHASERS

Users who wish to license an image or video (media file) will visit the Pixt Marketplace to search, purchase and negotiate licensing deals.



HOW DOES A PIXT STORY TREND?

The Pixt algorithm will be designed to surface popular and trending content. As content grows in popularity it will gain prioritisation and rise to the top of trending content, to be surfaces for our users. These trends may be global or targeted to specific markets.



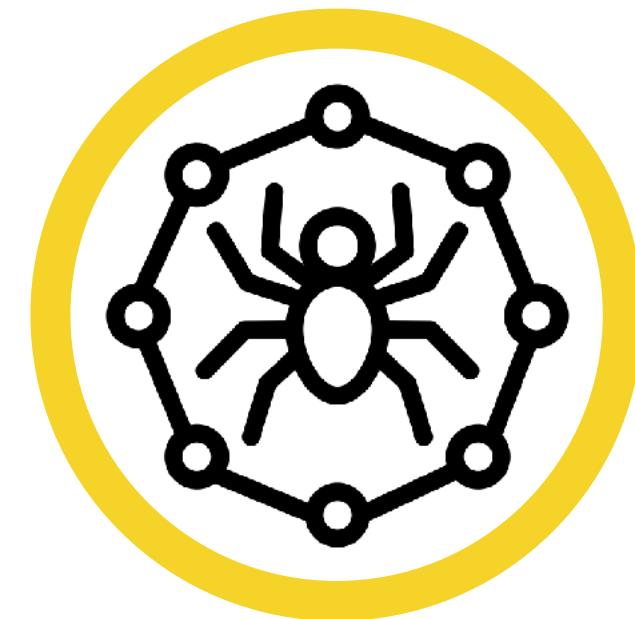
Event Thresholds

The more pictures, videos and content uploaded in a location at the same time, the more likely there's an important event occurring.



Activity and Reactions

As Pixt content generates more comments and views, the higher the ranking. This allows outlier content to rise to the top of importance.



Searching the Web

The Pixt Machine Learning framework continuously searches and indexes the web for trending stories and news to associate with Pixt content.



THE PIXT TEAM

TOGETHER
أنا معاك
AGAINST
INJUSTICE



Michael Lisboa

Founder

Michael possesses over 20 years of experience as a leader in digital marketing, user experience and the technology space—developing online, social media, and mobile strategy and products for clients ranging from successful startups to global brands such as Oreo, Justin Timberlake and Citibank. Beginning in 1994, Michael's company, Xaphon Interactive Media, was among the first new media companies to offer online marketing services to some of the most prominent companies in the world. Since 1997, Michael has been advocating experience-based, customer-centric marketing outreach.

He has spoken at trade shows and written articles about this very topic, and he is frequently called upon to create and conduct workshops and to speak at seminars and conferences throughout Southeast Asia. Michael has extensive experience with business and marketing consulting services, application development, social media, mobile and smartphone apps, and cloud-based applications.



Vicky Chen

Partner

Vicky has worked in Europe and Asia, and brings her experience in the advertising, technology, and public relations sectors to Pixt. She was recently recognized and shortlisted for the Campaign Asia: Women Leading Change 2017 awards in the under 30 category. She is the founder of the popular Cartoons Underground Animation Festival in Singapore, and holds a board member role in the Data Measurement committee for the Interactive Advertising Bureau (IAB), the organization that develops industry standards, conducts research, and provides legal support for the online advertising industry.

Vicky is experienced in working with technology teams and partners to develop first in Asia programmatic digital advertising products, including programmatic audio, Sports Sync, and guaranteed viewability solution. She has worked with brands in the travel, hospitality, automotive, and F&B industries, including YUM! Brands, Marriott, Sofitel, Ford, and many more. She possesses a keen mind for business relations and product management. With local insights, Vicky provides key capabilities in partner relations and business development for Pixt.



THANK YOU!

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