Beyond AI: Bringing Emotional Intelligence to the Digital World
Emotions influence every aspect of our lives …

how we live, work and play to the decisions we make
We are surrounded by hyper-connected devices, smart technology, and advanced AI systems, with high IQ, but no EQ …

26B connected units by 2020
Source: Gartner
This affects not only how humans interact with technology, but also how we as humans communicate in a digital world.

What if technology had Emotional Intelligence?

What if AI systems could sense and adapt to human emotion?
Affectiva is the Emotion AI Platform.
We bring Emotional Intelligence to the digital world.
Affectiva emotion recognition technology drives innovation in a number of industries

- Media and entertainment
- Advertising
- Human resources
- Automotive
- Robotics
- Healthcare and quantified self
- Video communication
- Online education
- Devices
- Gaming

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About Affectiva - Company Overview

Emotion AI Platform built on massive data and deep learning
- Disruptive, scalable, real-time emotion recognition software
- Massive, global data at scale in the cloud or on device
- World’s largest emotion data-repository: 4M faces analyzed in 75 countries

Cutting Edge Science
- 10 years of technology development at MIT
- 7 patents awarded, 30 patents filed
- With backing from WPP, NSF, Kleiner Perkins Caufield Byers, Horizon Ventures

Strong Market Traction
- First Market: $32B+ consumer market research
- Used by 1,400+ brands to test consumer emotional engagement
- Available to developers to emotion-enable their apps and digital experiences
Affectiva measures facial expressions of emotion

Demo App AffdexMe available in:
How it works?

Our computer vision algorithms identify key landmarks on the face.

Machine learning algorithms analyze pixels in those regions to classify facial expressions.

Combinations of facial expressions are mapped to emotions.

Measure emotions moment-by-moment from a single face or multiple faces simultaneously, in real time or from a video or still image.

Store emotion data in our cloud, locally on device or integrate to your data platform with our API and SDK.

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Emotion analytics using state of the art computer vision, machine learning, deep learning

Cloud-based infrastructure for large-scale training and validation of emotion models

50B+ EMOTION DATA POINTS
Affectiva has amassed the
The World’s Largest Emotion Data Repository

- 75 countries measured
- 1400 brands
- 4M+ faces analyzed
- 20K media units
- 50B emotion data points
- 1/3 of Fortune Global 100
How is Affectiva technology being used?

Insights & Analytics
Understand how people engage emotionally in the digital world

Real Time Interaction
Power apps and digital experiences to adapt to our emotions in real time
Insights and Analytics
Emotion analytics in media, entertainment and advertising

Emotions are memory markers, they influence brand awareness and drive purchase decisions.

Emotion analytics helps optimize advertising content, brand engagement and media spend.

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Unilever has standardized on Affectiva’s technology to test emotional engagement of all ads worldwide.

Emotion analytics showed that the audience was not engaged with the voice-overs that were used for the taglines.

“Problem-Solution” ad showed confusion and did not engage viewers to the end. Moment by moment emotion analytics helped improve the story flow.

Moment-by-moment emotion analytics shows how the different parts of the ad work to determine how to cut 30 second TV ads to 20 seconds online.

~4,000 ads 200+ brands
70 countries 600 Products
Kellogg’s weighs media spend using emotion analytics

To optimize media spend for the new Crunchy Nut campaign, Kellogg’s tested three ads.

They all aired but majority of media spend was directed to ad with the highest engagement on repeat viewing.
Gain diagnostic insights with an easy to use dashboard

- Measure 7 emotions, 15 facial expressions
- Displays moment-by-moment emotion trace in synch with your content
- Filter data by demo and any survey data
- Seamlessly integrates with your survey; works with any panel provider
Benchmark performance of ads using industry leading norms

- Benchmark how your videos perform against those of your competitors.
- Compare by geography, product category, media length and repeat view.
- Built on the world’s largest emotion database of 20K ads tested and more than 4 million faces analyzed in 75 countries.
Emotion Data Correlates with KPIs in Advertising

Sales Lift
Ads with strong positive emotion dynamics and lack of negative dynamics
4x more likely to lead to an increase in sales

Purchase Intent
Affectiva’s emotion data predicted changes in purchase behavior
with 76% accuracy

Virality
Ads with higher emotion engagement
2x as likely to garner 20M+ video views
Real Time Interaction
Real-time emotion interaction

Software Development Kit
iOS, Android, Windows, OS X, Linux

Embed real time emotion sensing and analytics in devices, mobile apps, digital experiences and applications.

45 day free trial www.affectiva.com/sdk
The Hershey Smile Sampler

Builds a brand connection by delivering an in-store happiness moment centered around a smile – at the point of purchase.

See how it works [here](http://affectiva.com)
TrueCar L.E.D.
(Light Emotion Data)

- Unique sensory concert experience
- Captures real time, crowd-sourced emotive information
- Displays data with a dazzling, interactive LED light show to transform the traditional concert experience
Psychological thriller game Nevermind uses the Affdex SDK, to sense a player's facial expressions for signs of emotional distress.

Using biofeedback the game becomes more surreal and challenging when players feel scared or nervous, and easier and more forgiving when the player calms down.
Emotion Chip:
A future where technology is enriched with emotion

Kiosk recommendations based on your reaction
Smartphones that react to your mood
Cars that sense emotion and engage people in it
Games that adapt to players in real time
Social robots with empathy
Remote healthcare monitors emotional state

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