# SPECTALIX

GET INTO THE ACTION

# The Problem for B2C Content Apps

## Consumer businesses *lost* their users to the big social media apps

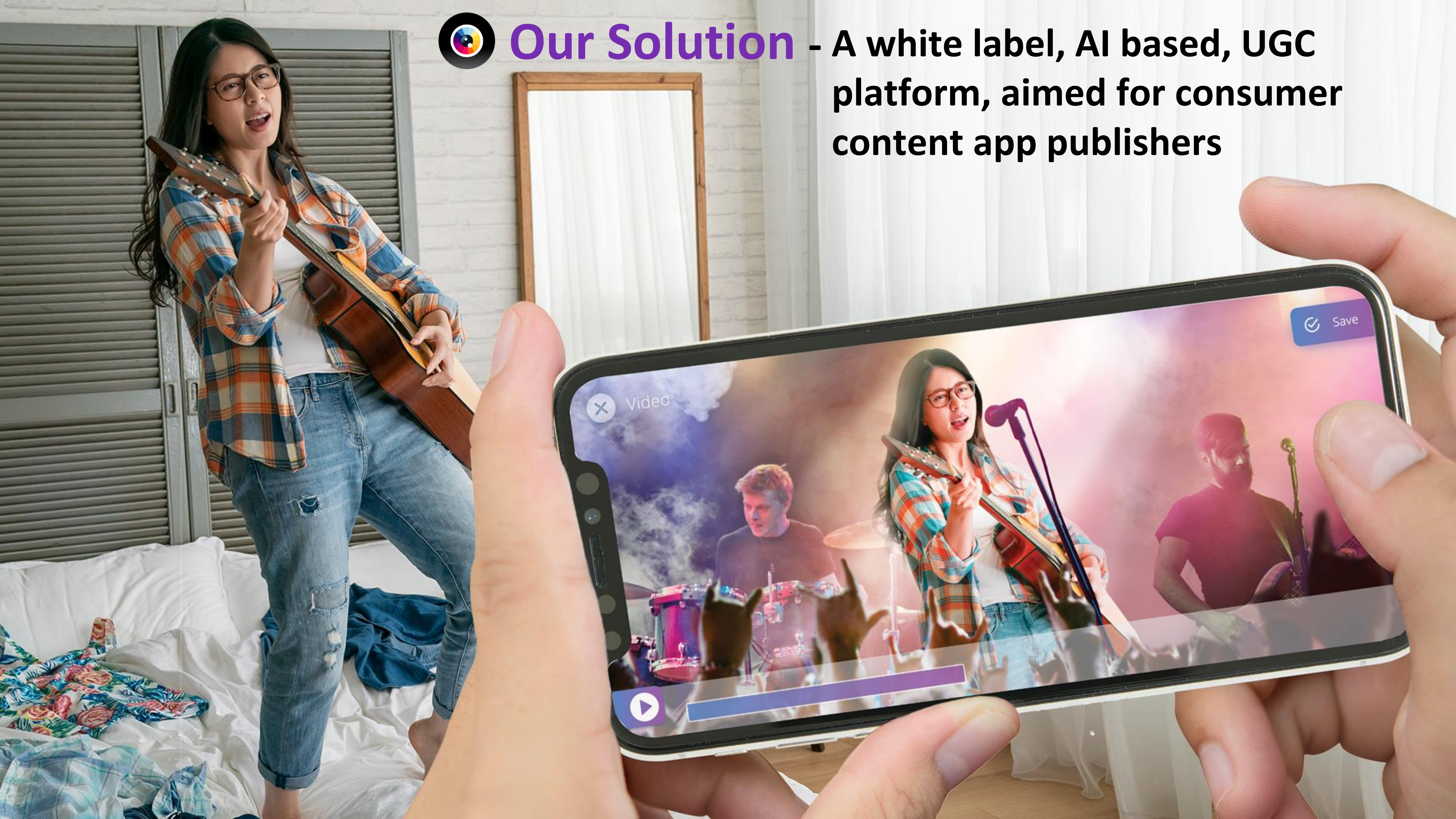## UGC clips suffer from:

lack of creativity

poor production quality

low participation

No control of the message

**Our Solution** - A white label, AI based, UGC platform, aimed for consumer content app publishers

# #1 "Scene" – Users become part of TV content

**a.** Choose a clip you want to be in



**b.** Record yourself performing
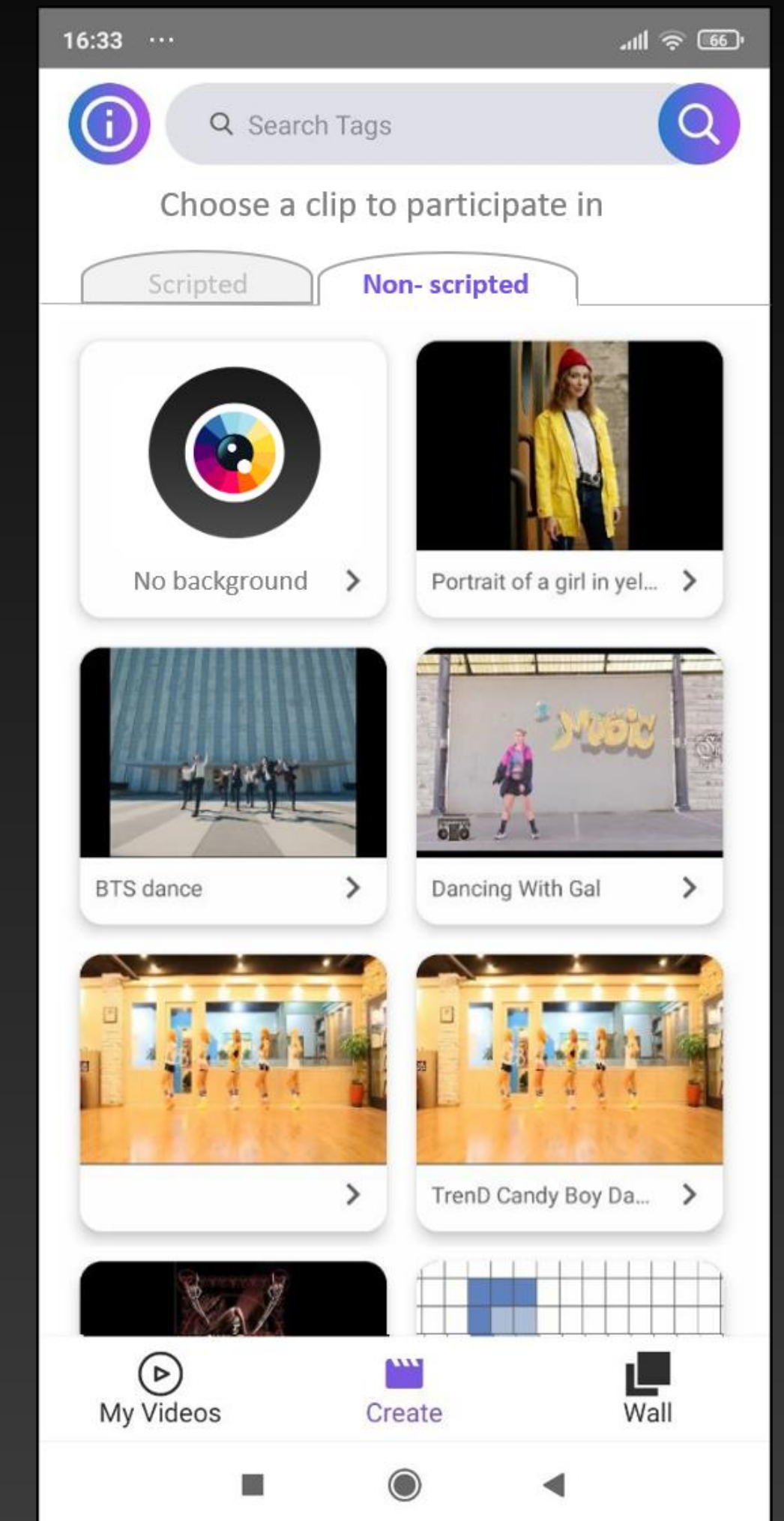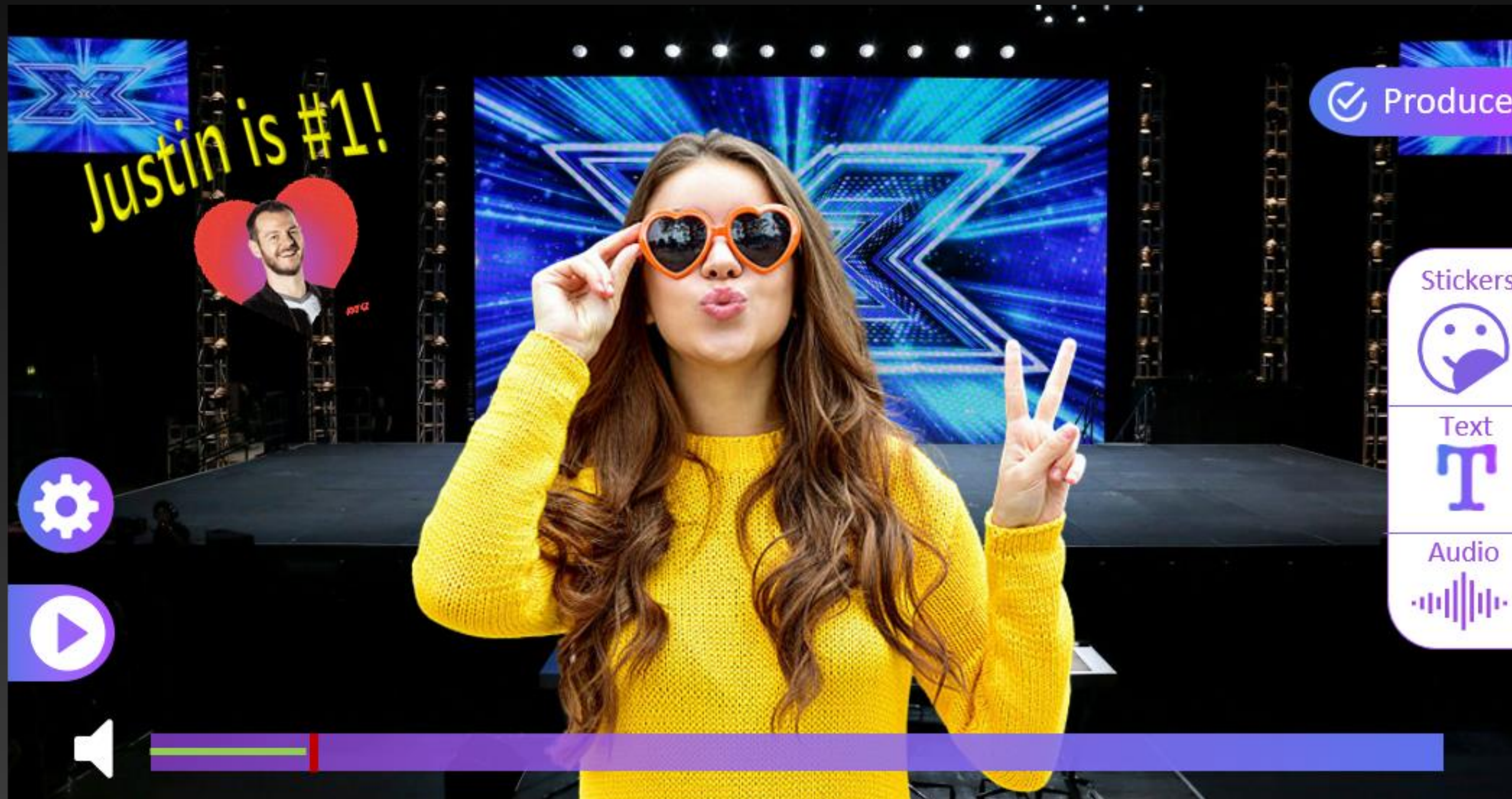


**c.** Edit the combined video



**d.** Produce and share

# #2 "Non-Scripted" – Users create freestyle videos

Allow users to create their own videos and enrich
them with media assets, supplied by the publisher

## Some examples:

o Dance with a famous influencer

o Exercise with your football team's favorite player

o Sing a duet on stage with a known artist

o Promoting movies and series, by participating in famous scenes

o Juggling competition with the team's stars

o Have your small kid count to ten with puppets or animated figures



BE PART OF THE SCENE
Real time
Video Object
Segmentation

# Case in Point: Sports Club App

## Initial KPIs of a pilot with 10,000 fans of a soccer team:

- 74% who downloaded the app also registered

- 76% edited and produced at least 1 clip

- 54% shared their clip with others

- 2.7 average number of shares per user

- 3.5 recordings per user

- 3.1 views per shared clip
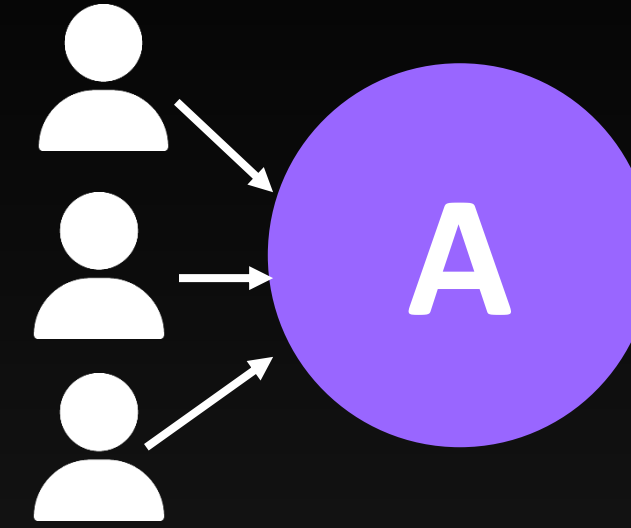
- 4:36 minutes - average time spent per visit



**Click on the video to see how our app works**

# Our Value Proposition for App Owners

**Increase USER ENGAGEMENT & TRAFFIC with app assets:**

- Ability to create professional content
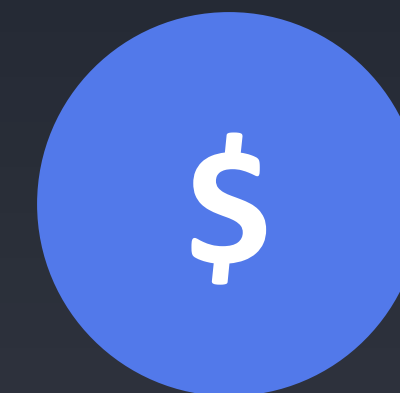- Use stars and celebs in branded scenes

**Attract NEW USERS to the content app:**

- App users share their videos on social media
- Exposure drives new users to app

**Access to USER & USAGE DATA:**

- Offering registration to access all features
- Every video produced has trackable link

**Create new REVENUE STREAMS:**

- Advertising (programmatic)
- Sponsorship (native ads)
- Direct charge of consumer

# Our Value Proposition for Sponsors

1) Drive BRAND EXPOSURE to new levels:
   - Using native advertisement in video templates
   - User shoots multiple takes per scene

2) Benefit from potential NETWORK EFFECT:
   - Exploit social media sharing
   - Viral videos will catapult brand impressions

3) Access to USER DATA & METRICS:
   - Covering app users and social media viewers
   - Every video produced has a trackable link

# Competitive Landscape

| Functionality | Social Networks | Spectalix |
|---|---|---|
| Live video-on-video segmentation | ✓ | ✓ |
| Landscape & Portrait | TikTok ✓  Instagram ✗ | ✓ |
| Audio mixing | TikTok ✓  Instagram ✗ | ✓ |
| Branded media assets to be used by the users | — | ✓ |
| Full control of the users produced content / metrics | — | ✓ |
| White labeling / SDK | — | ✓ |
| Full control of monetization options | — | ✓ |

# Our Offering

## SDK

### SOFTWARE DEVELOPMENT KIT

Embed the technology in your own app

## WLA

### WHITE LABEL APPLICATION

Create a standalone branded app

# SPECTALIX

Demo app:

GET IT ON
**Google Play**

Download on the
**App Store**
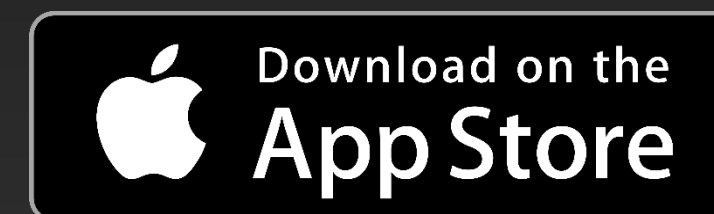
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