

Berkeley, Harvard, MIT Startups at CES Leverage SparkAmplify to Maximize Media Coverage Potential  
*Leveling the playing field for PR marketing, connect directly to your best storytellers*

Los Angeles, CA, January 15 – SparkAmplify, Inc. is an intelligent PR marketplace connecting brands and media journalists, enabling a different brand storytelling experience. At this year’s CES2020 event, SparkAmplify launched its AI-Powered Press Release Assistant with much fanfare. Nearly 50 press releases were created and optimized for global distribution, and garnered story placements in over 22 countries, such as the U.S., UK, France, Germany, Brazil, Japan, Singapore and more. And during the 4-day event a total of 100+ brands were users of SparkAmplify’s service, leveraging the power of data for a more personalized (and efficient) media outreach process.

Every year CES Eureka Park is the premier destination to see the latest innovation in the consumer electronics industry, and this year was no exception. Aside from the individual technology showcase, countries around the world also took advantage of the opportunity to exhibit homegrown talents on the world’s biggest stage in hopes of developing a successful local startup ecosystem. Two rising Asian countries, Japan and Singapore, introduced over 40 talented local startups, ranging from robotics, hardware, to AI at CES2020. To further amplify their presence at this year’s event, both countries collaborated with SparkAmplify in providing PR resources to individual startups as well as promoting their organizations with the [SparkAmplify Media Event Pages](#).

Academic institutions are the cradle of industry-changing innovations, and at CES many of the top universities around the world demonstrated the latest technologies straight from the advanced science laboratories. SparkAmplify lend its support to many of the startup teams from leading US universities, including Berkeley, Harvard, MIT and Case Western Reserve. “We believe PR marketing shouldn’t only be made available to big brands, instead readers around the world should have the opportunity to learn about the newest innovation based on the merits (and potential) of the technology rather than determined by the marketing budget.” Chien Lee, founder and CEO of SparkAmplify.

About SparkAmplify

SparkAmplify was founded in 2016. It is a SaaS company based in California and Taipei, specializing in media outreach and influencer engagement. The team consists of a group of passionate data scientists, engineers, designers and marketers looking to reshape digital marketing via machine learning and influencer social network analysis. SparkAmplify was selected as one of the Top 50 startups among 6,000+ startups from 80 countries at the 2017 Startup Grind Global Conference and a Top 100 startup at the Echelon 2019 Asia Summit.

Additional Information:

Website: <https://www.sparkamplify.com>

Press Kit download: <https://brand.sparkamplify.com/sparkamplify>

Facebook: <https://www.facebook.com/sparkamplify/>

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