

PRESS RELEASE



**EyeSee Solutions Press Contact:**

Sandra Sick  
sandra.sick@eyeseesolutions.com  
EyeSee Solutions  
Cel: 323.203.6214

**EyeSee Solutions Among Select Group of Startups Chosen  
to Participate in SXAméricas Startup Summit Pitch  
Competition at SXSW® in Austin, Texas**

**The SXAméricas Summit Showcases Startups from Latin America,  
Spain and Portugal.**

March 9, 2016 – Los Angeles, CA – EyeSee Solutions, an advertising technology provider utilizing artificial intelligence algorithms to non-intrusively place ads in-stream or in-image, has been selected to participate in the SXAméricas Startup Summit which is part of the South by Southwest® (SXSW®) Interactive Festival hosted in Austin, Texas March 11-20, 2016.

The innovative advertising solution from EyeSee Solutions is respectful in two specific areas. The first being that the technology is lightweight and it does not consume excessive bandwidth to load on mobile or via a wireless connection. Secondly, the ad is automatically placed in dead space so as to not interfere with the content or image that is being viewed. For brands and publishers, EyeSee Solutions enables new inventory and revenue for both desktop and mobile. This new inventory is based on EyeSee's technology using 'smart overlays' in the content that looks for the best placement in the videos or images to be displayed.

As part of the SXAméricas programming, there will be a **Startup Summit** presented by Spain Tech and this will feature a session with Mexican Congresswoman Ninfa Salinas as well as a **Pitch Competition** showcasing startups from Latin America, the Caribbean, Spain, Portugal, and U.S. Latino markets. EyeSee Solutions will be among the startups in this pitch competition.

'We are impressed at the caliber of finalists participating in this year's inaugural SXAméricas Pitch Competition at SXSW 2016', said Peter Lewis, SXSW Manager of International Engagement. 'With companies representing the wider global marketplace from the LatAm, Spain and Portuguese ecosystems, this year's finalists offer a unique global perspective on the future of the industry', added Lewis.

The SXAméricas pitch competition will take place on Monday, March 14, 2016 in Salon D in the Startup Village at The Hilton Hotel. Stop by to hear EyeSee Solutions present along with the other startups listed online at; <http://www.sxsw.com/sxamericas#startup>

'The team at EyeSee Solutions is very excited about being selected to be part of the SXAméricas Pitch Competition at SXSW this year', said João Redol, CEO at EyeSee Solutions. 'SXSW is a fantastic opportunity to show how our technology allows brands to seamlessly integrate ads into premium images, videos *and* live streaming assets that are not currently being monetized all while achieving an improved user experience and higher engagement,' added Redol.

### **About EyeSee Solutions**

Based in Lisbon, Portugal with sales and marketing operations in New York, Austin and Los Angeles, EyeSee Solutions is a revolutionary advertising technology that engages viewers and allows publishers, agencies and brands to get more out of their digital assets. EyeSee Solutions uses a proprietary algorithm, based on computer vision, artificial intelligence and pattern recognition techniques, in order to analyze each image and video, with no human intervention. Patent-protected technology automatically inserts content-relevant ads into the image or video with NO need for human intervention making it fast, efficient and highly scalable for publishers.

Visit our website for more info at <http://eyeseesolutions.com> or for a demo at <http://blog.eyeseesolutions.com/showcase/mw5i.html>

### **About South by Southwest**

The South by Southwest® (SXSW®) Conferences & Festivals offer the unique industry convergence of music, film, and emerging technologies. Fostering creative and professional growth, SXSW is the premier destination for discovery. The event is a launch pad for innovative content with new media presentations, music showcases and film screenings providing exposure for creators and compelling entertainment for attendees. For more information, please visit <http://www.sxsw.com>. SXSW 2016 takes place March 11-20 in Austin, TX.

SXSW 2016 is sponsored by Esurance, Mazda, Monster Energy, Capital One, Bud Light, McDonald's, The Austin Chronicle, Sonicbids, Pandora, Marriott, Deloitte Digital, Ten-X, United Airlines and Samsung.