

PRESS RELEASE



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## **EyeSee Solutions Grows Advertising Technology Business in Latin America with BusinessTaps**

### **BusinessTaps To Focus on Brands in Latin America and the US Hispanic Market.**

March 14, 2016 – Austin, Texas (SXSW®) – EyeSee Solutions, an advertising technology provider utilizing artificial intelligence algorithms to non-intrusively place ads in-stream or in-image, has announced a business partnership with BusinessTaps to introduce EyeSee’s technology to agencies, brands and publishers throughout Latin America and the US Hispanic Market.

The innovative advertising solution from EyeSee Solutions is respectful in two specific areas. The first being that the technology is lightweight and does not consume excessive bandwidth to load on mobile or via a wireless connection. Secondly, the ad is automatically placed in dead space 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.

BusinessTaps is focused on the business development strategy and expansion of innovative technologies that offer advertising agencies, publishers and brands new ways to leverage their digital assets and grow their businesses competitively. With an experienced sales force located throughout Latin America as well as in the US Hispanic Market, BusinessTaps will be signing up new customers to test and roll out EyeSee Solutions in Latin America.

‘Our customers are constantly searching for ways to increase engagement and improve the user experience and we feel that EyeSee Solutions is aligned with the technologies they are searching for that will enhance and grow their businesses’, said Gabriela Cantú, Sales and Marketing Director at BusinessTaps. ‘Our sales force, focused on Latin America and the US Market, is excited to introduce this new and innovative solution to our diverse customer base’, added Cantú.

In a recent research study by Nielsen, the EyeSee Solutions format was ranked as the most noticeable, less distractive and displayed the ads with the highest likelihood for a consumer to click. The study reinforces the fact there are real business opportunities for digital content owner around the globe. Specific to mobile advertising in the same study, EyeSee Solutions is considered ‘*Respectful and Polite*’ in that the ad content is very lightweight and it does not significantly delay the video stream loading.

‘EyeSee Solutions patented technology offers advertisers a ‘smart overlay’ in the content and it looks for the best placement for an ad in a video or image, said João Redol, CEO at EyeSee Solutions. ‘We are very enthusiastic to move into new markets and Business Taps is the ideal partner for building awareness and growth in Latin America and we look forward to working with the diverse team,’ added Redol.

### **About EyeSeeSolutions**

Based in Lisbon, Portugal with sales and marketing operations in New York, Austin and Los Angeles, EyeSee Solutions is a smartadvertising 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 BusinessTaps**

Launched in 2013, BusinessTaps is a US-based company that produces and distributes an array of innovative and cutting-edge products for corporate clients in the U.S. and Latin America. Our products include the newest technological and lifestyle services in the marketplace including applications and advertising and marketing solutions. Our competitive advantage relies on the quality of our customer service and our ability to supply pioneering products helping our clients beat their competitors. For more information, you can visit: [www.businessstaps.com](http://www.businessstaps.com)