



Meet the portuguese startup that made it into the 2015 Digital Entertainment World Competition finalists

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Do you remember the last time you watched a full Youtube video Ad without clicking the *skip* button?

What about the last time you clicked a *banner* voluntarily?

This is the premise EyeSee will use to present itself to the US market and investors in the 11th February at the **Digital Entertainment World** (DEW) in LA. DEW is an event that celebrates the visionary content creators and technology innovators who are creating the engaging products and experiences driving the future of connected entertainment.

The Lisbon based startup is engaged in creating innovative digital advertising solutions in Video and Image formats and has already achieved two granted patents in the *US Patent and Trademark Office (USPTO)* and has another two submitted. EyeSee might seem like just another Ad Tech company, but according to CEO João Redol “what we have here are unique and exclusive Ad formats that are made possible only because of the technology we developed for two years.” He adds “today we can change the way people engage with videos and images by providing respectful and engaging Ad experiences”.

EyeSee is trying to convince Publishers and content owners around the world to monetize their most premium digital contents: images and videos, in a scalable way. The two products the company will be presenting; EyeSeeTube (for video monetization) and EyeSeeFrame (for images); do not require post-production or content editing in order to analyze the best suitable locations for Ad insertion. According to the co-founder André Pimentel “when a Publisher has literally thousands or even millions of imagens and videos to monetize, only a fully automated solution will seal the deal. EyeSee can do just that and from a premium perspective, within the content itself.”

The digital advertising market is dominated by giants like Google, Yahoo, AOL, among others, and where technological innovation is premise to success. In 2014 the market represented \$137 billion in advertising investment worldwide and a 15% growth compared to 2013. Video advertising is the format that represents the biggest growth and a 19,5% growth is expected in the 2013 – 2016 period, thanks to the thriving of contents in digital platforms. (source: IAB)

About EyeSee

EyeSee is a Startup with revolutionary digital advertising solutions that have the capability to analyze Video and Image contents, automatically and intelligently, while inserting innovating Ad formats within. The Ad Tech's patented and innovative advertising solutions bring new revenue streams and monetization possibilities to Publishers and content owners and a differentiation in user experience and interaction.



João Paiva
Ad Tech Evangelist
+351 91 612 83 72
joao.paiva@eyeseesolutions.com
[Linkedin](#) | [Twitter](#)
www.EyeSeeSolutions.com

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