

PRESS RELEASE



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## **EyeSee Solutions Wins SXAméricas Pitch Competition at SXSW Presented by Spain Tech**

March 15, 2016 – Austin, Texas (SXSW®) – EyeSee Solutions, an advertising technology provider utilizing artificial intelligence algorithms to non-intrusively place ads in-stream or in-image, walked away as the winner in the SXAméricas Pitch Competition, presented by Spain Tech as part of the SXSW Interactive program in Austin, Texas.

The SXAméricas Startup Pitch Competition showcased talent and entrepreneurial accomplishments of 10 startups from Latin America, the Caribbean, Spain, Portugal and U.S. Latino markets. This pitch event introduced attendees and investors to the diverse range of startups throughout the wider Spanish and Portuguese speaking markets.

‘This was our first time attending SXSW and being invited to participate in the SXAméricas agenda was in itself a win for the EyeSee team, said André Pimentel, Chief Revenue Officer at EyeSee Solutions. ‘Our company is growing and we just announced a new partnership with [BusinessTaps](#) who will take our technology to Latin America and the US Hispanic market and we are pleased to expand our business in Latin America,’ added Pimentel.

EyeSee Solutions is also part of The Global Startup Program from IC2 which is part of the University of Texas. The program provides business development, soft-landing, incubation and acceleration opportunities to Portuguese technology-based companies. The mission of the program is to assist the success of Portuguese entrepreneurial endeavors in different phases of business development and growth. More information on the program can be found at: <http://utenportugal.org/global-startup-program/>

‘We were extremely pleased with the overall SXAméricas competition and the many startups representing new talent and creative ideas’, said Inmaculada Gutiérrez, Trade Commissioner, Embassy of Spain. ‘Special congratulations to EyeSee for winning the competition and we wish all the teams much success’, added Gutiérrez.

### **About EyeSeeSolutions**

Based in Lisbon, Portugal with sales and marketing operations in New York, Austin and Los Angeles, EyeSee Solutions is a smart advertising technology that engages viewers and allows publishers, agencies and brands to get more out of their digital assets. EyeSee Solutions uses a proprietary technology, based on computer vision and artificial intelligence techniques, in order to analyze each image and video and detect the best place to insert a smart overlay that won’t jeopardizing the viewing experience. The patent-protected solution 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>

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