## **Artificial Intelligence Co-Bot** to achieve effective content performances in the News and Communication Industry.

**THE CHALLENGE**

Nowadays the public is flooded by news and updates on everything, the audience is always digging for the latest posts and updates. Editors **are struggling** with the information overflow, always searching for the highest quality on the content production, with a major impact on their audience. It's a **time-consuming activity** that very often will not lead the professional writers to a happy end.

## How to optimize the process?
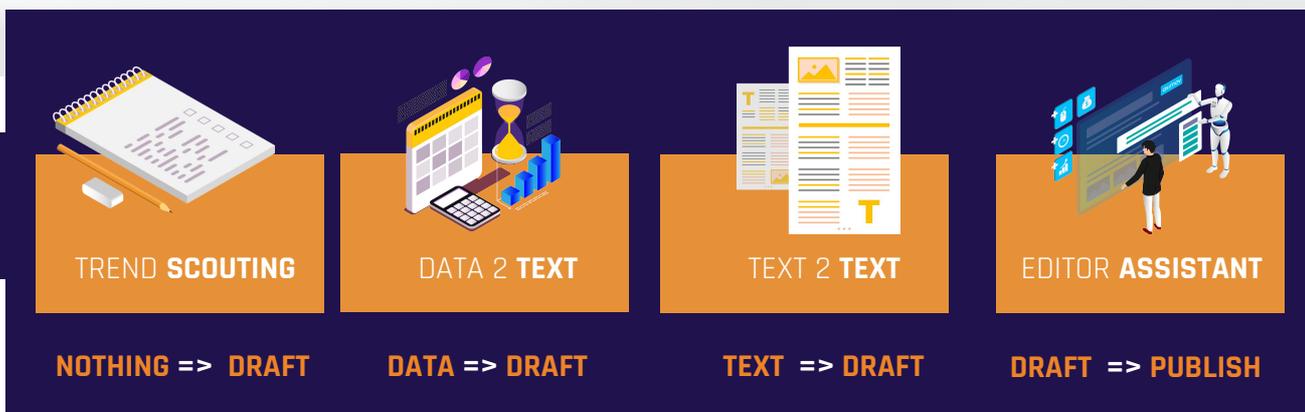## ASIMOV, groundbreaking AI built for the news industry.

**THE SOLUTION**

**ASIMOV** is an AI built to lead professional writers to produce and optimize content **forged to be successful**, in an intuitive and friendly way.

ASIMOV works as an assistant that will produce and revise content **tailored on your work**, while giving you truly **constructive** feedback.

**But, WHY?**

Asimov's AI does not make a prediction based on a set of pre-established and prepackaged rules or data. Predictions are based on your own data, tailored to your audience and contents. Asimov will learn from your previous work and will keep always learning.

**How it WORKS?**



| TREND **SCOUTING** | DATA 2 **TEXT** | TEXT 2 **TEXT** | EDITOR **ASSISTANT** |
|---|---|---|---|
| NOTHING => DRAFT | DATA => DRAFT | TEXT => DRAFT | DRAFT => PUBLISH |

**The SPECS**

| FIND YOUR NEXT ARTICLE. YOUR NEXT SCOOP. | GENERATE AN ARTICLE FROM DATASET. | GENERATE AN ARTICLE FROM RSS FEED. | PREDICT AND ADJUST YOUR PERFORMANCE. |
|---|---|---|---|
| Starting from any RSS source or any other monitored source of contents, ASIMOV will create **graphs, mindmaps, wordclouds** to highlight the actual trending topics and keywords around the web. | Starting from any kind of **structured data** (tables, data streams, etc), ASIMOV will generate different draft proposals for your upcoming article. | Starting from any **RSS source** or any other external source of contents, ASIMOV will generate different draft proposals for your upcoming article. | Everyone has their own goals and audience. Asimov gives you **tailored advice** on how to improve your draft analyzing more than 700 indicators, so you can polish it and get ready for publication. |

Want to know more ?

**CONTACT US**