



TAWNY

**We measure human emotions
powered by AI**

www.tawny.ai

Company Profile



TAWNY is a B2B Technology Venture. We measure human emotions at the speed and scale of AI.

Founded 2017

Location Munich, Haus der Innovation

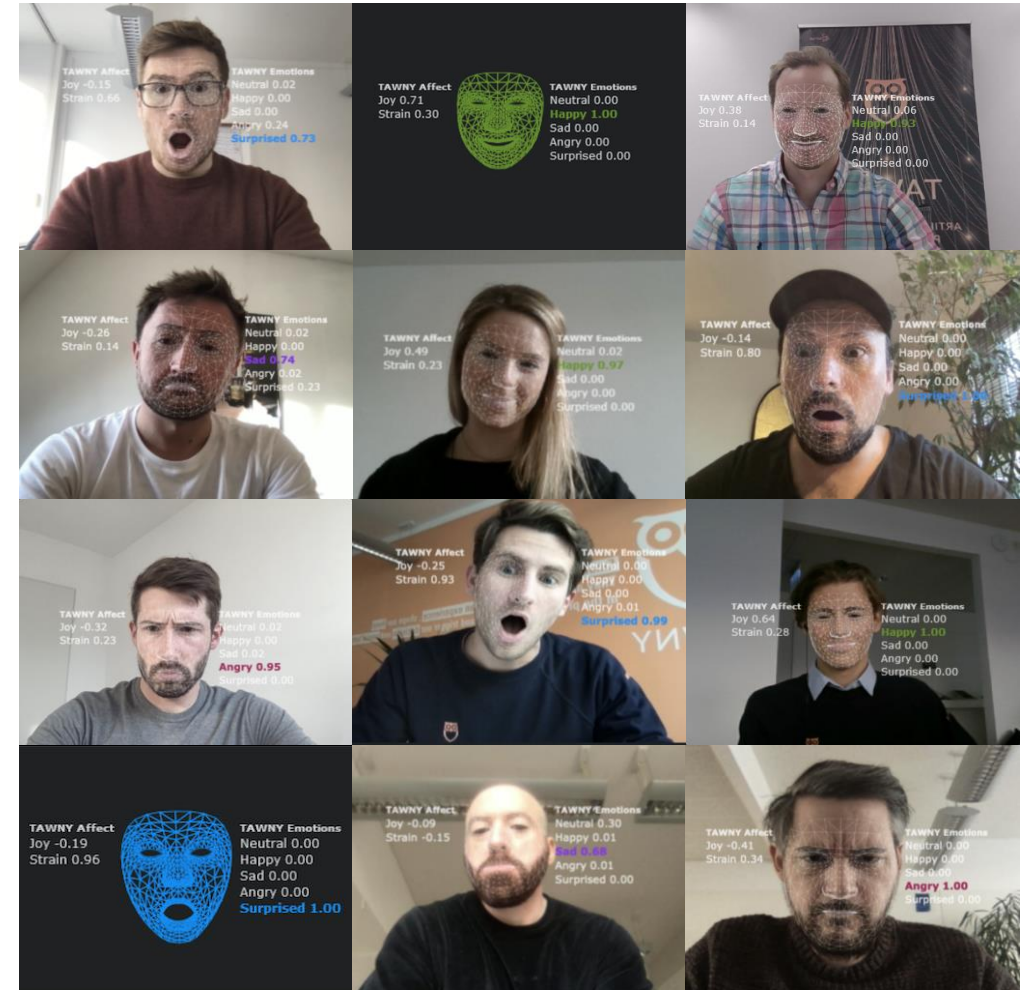
Vision „TAWNY inside“ - We bring emotional intelligence to the world's products, services and experiences.

Technology AI-powered emotion recognition (ER) technology to decode emotions and complex human states from videos.

Team AI/ML-Experts, Software Engineers, Market Researchers, Affective Computing & Facial Coding Scientists

Offering Media/Ad Testing Services, SaaS Tool, Emotion SDK

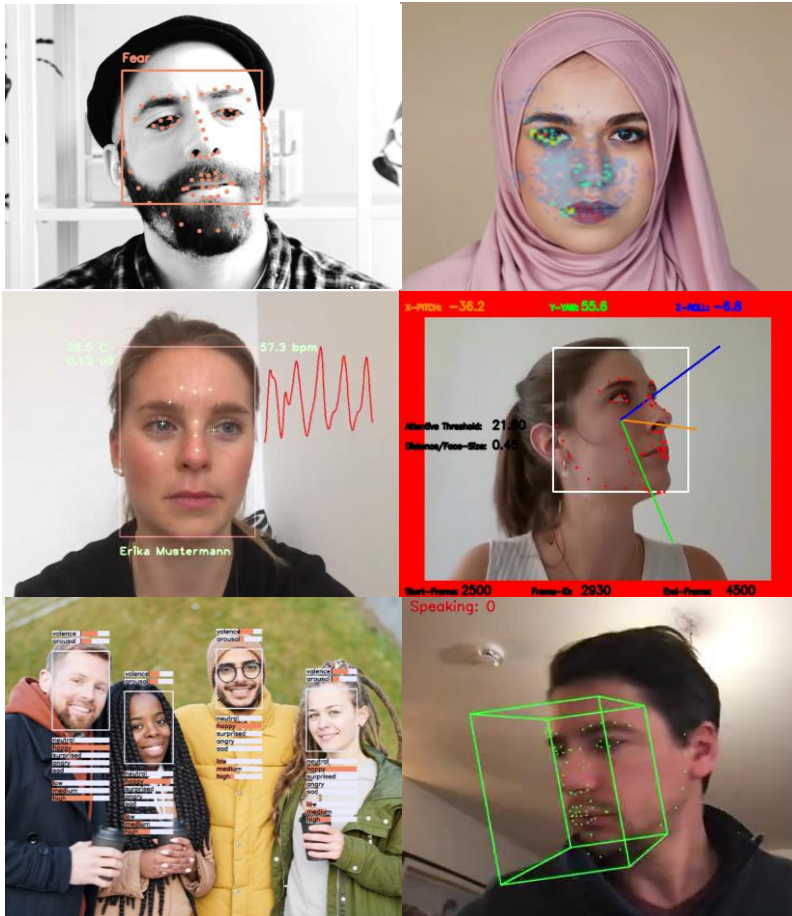
Awards Newcomer in Market Research 2021
European Union Seal of Excellence
SAP Accelerator Programme completed 2021
Winner Civic Innovation Idea Contest 2022 (BMAS)



Our Next Generation Facial Coding Technology



Research & Development



Selected Features



Facial Expressions & Discrete Emotions



Dimensional Affective Grid Analysis



Valence & Arousal Scores over Time



Screen Attention Detection



Visual Speech Detection



Eye Gaze Estimation



Heart Rate Proxy Analysis



Pivotal Moment Analysis

Your Benefits

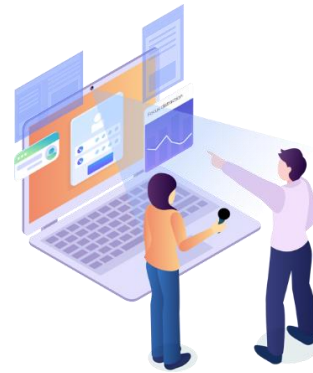
- ✓ Cutting-Edge & **AI Powered** Algorithms
- ✓ More **accurate, robust** and **transparent** measurement than ever before with access to all **raw data**
- ✓ Subtle **facial expression recognition** beyond basic emotions
- ✓ **Second-by-second** emotion measurement
- ✓ **Automated, scalable** and **real-time** emotions analytics
- ✓ **Remote** setting simply using webcam (“out of the lab into the wild”)
- ✓ **GDPR** compliant

Choose from our Emotion Recognition Offering



Do-It-Yourself Tool *for researchers*

- ✓ DIY Emotion Analytics **SaaS** Tool
- ✓ From € 199/month (billed annually)



Products & Services *for MR institutes, agencies & brands*

- ✓ **Full-service** testing of TV Spots, Online Video Ads, Websites & Billboards
- ✓ Project-based pricing from € 5.000

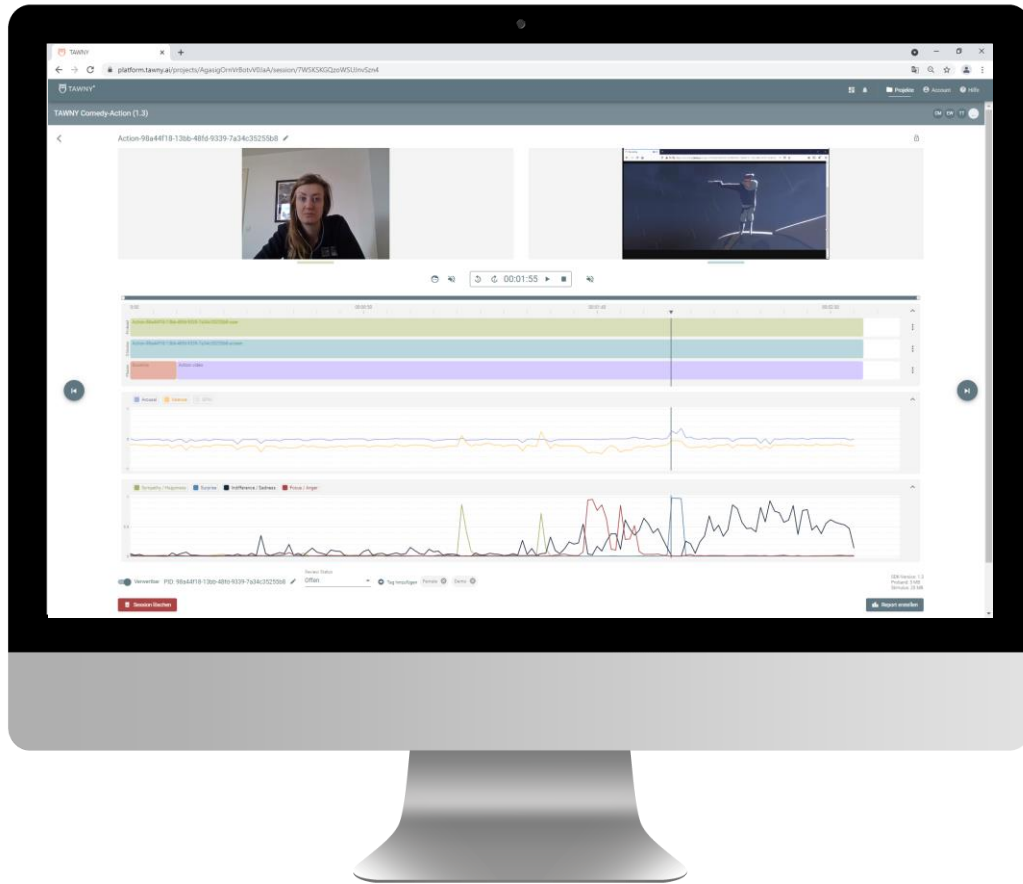


Technology Integration *for developers*

- ✓ Access to technology via API
- ✓ From € 900/month

Emotion Analytics SaaS Tool

Do-It-Yourself



- ✓ Manage and organize all your **emotion research projects** on one platform.
- ✓ Simply **upload user videos** and the **watched media content** such as TV spots, online ads, billboards etc.
- ✓ Find all the **second-by-second** emotion analytics on your **dashboard** or export the **raw data** to take the analysis into your own hands.

Starting from € 199,- per month (billed annually)

TV Spot Testing

Products & Services



- ✓ Test the **emotional reactions** to your TV Spot **second-by-second** and get new audience insights.
- ✓ Optimize your spot according to the **Hook-Peak-End** model for **better recall** and **ad effectiveness**.
- ✓ Identify **pivotal moments** and most impactful scenes.
- ✓ **Compare** different versions of your spot or test it against competitors.
- ✓ **Pre-test** your creatives for **more engaging** story telling.

TV Spot Test | full-service projects from € 5.000,-

Billboard Test

Products & Services

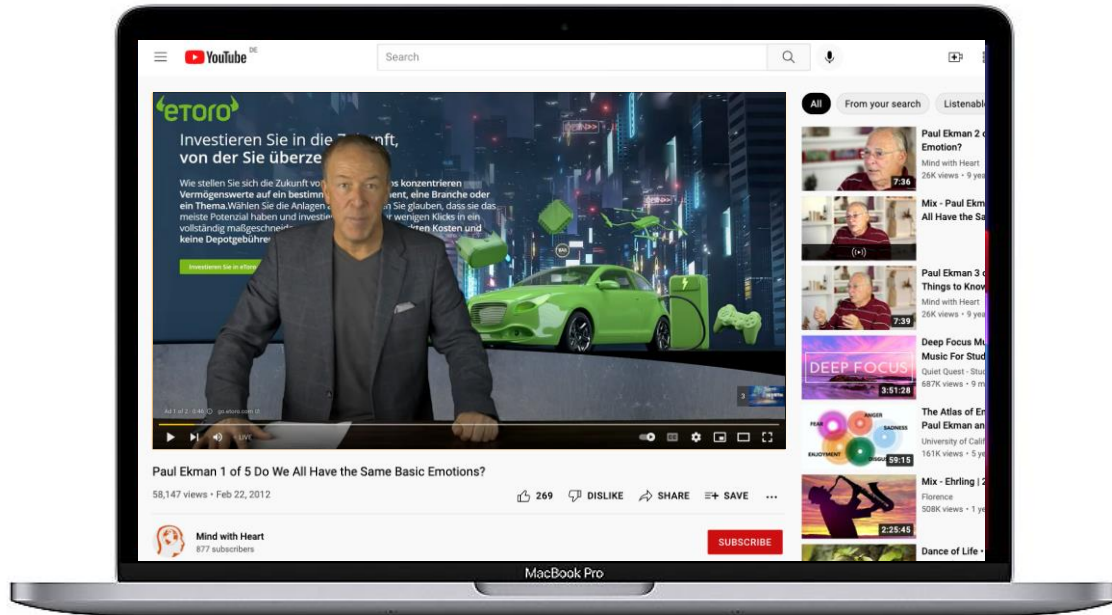


- ✓ Test your billboard **before** allocating your budget.
- ✓ Measure the *heart and brain feedback* on billboards using a **hybrid test** that combines **conscious** (survey) and **unconscious** reactions (facial coding).
- ✓ Get a **holistic assessment** of your creatives including the billboard's **emotional hook** and **first impression**.
- ✓ We're technology provider of **Out-of-Home** ad specialist STRÖER.

Billboard Test | **full-service projects**

Online Video Ad Testing

Products & Services



- ✓ Test your **pre-roll, mid-roll or post-roll** online ads.
- ✓ Rely on **Annoyance Factor** measurement based on the latest insights from ad avoidance research.
- ✓ Predict **best performing ads** regarding their ad effectiveness and conversion potential.
- ✓ **Save money** and don't waste it on low performers.

Online Video Ad Testing | **full-service projects**

Technology Integration




TAWNY Inside



- ✓ **Integrate** the TAWNY Emotion AI technology into your products and services.
- ✓ Integrate the technology via our **REST API** to get **real-time emotion data** second by second.
- ✓ Start a new era of **human-machine-interaction**.

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pip install tawnyapi
```



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Starting from € 900,- per month

Technology Integration



TAWNY Inside



Ad & Media Tech

We measure the emotional experience of your audience and the impact of your ads, videos, TV spots or other digital formats. We help you improve your content and allocate your budget on winning spots to increase your ROAS.



New Work

With our clients, we develop new work solutions to reduce mental stress at the workplace and decode human flow. Emotion AI is embedded as an assistant system in the work context.



Automotive Industry

We apply in-cabin driver state recognition to develop a more personalized and empathetic driving experience. Accident prevention, comfort features, adaptive driving styles or individualized automotive features are new field of innovation for the automotive industry triggered by Emotion AI.



Smart Consumer Products

We make products, robots and digital systems empathetic. Soon, there will be 75Bn connected devices on this planet and a huge part of them will be equipped with emotional intelligence. We help customers to make consumer products smart. We humanize technology.



Sports & Entertainment

No matter if it is immersive gaming, media installations or promotion campaigns – we add value through emotional meta data. Together with our clients, we develop applications for various sports scenarios in live or media settings.



Customer Service

At the interface to the customers, human emotions play a fundamental role. Emotion AI solutions for call centers and video conferencing communication is a field for innovation that we work on.

TAWNY

Emotion AI to make the world's products, services and experiences empathic.

Get in touch and **be part of a new era in human-computer-interaction!**

Want to know more about our **DIY Tool?**


Book a demo

Want to know more about our **services?**

Talk to sales

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