



## **“Gamify” TV Viewing with TvTak**

**Demo at Mobile Word Congress Barcelona, 28-29 February 2012**

*Viewers play-along with TV broadcast by pointing to the TV, capturing perfectly cropped “TV cards” taken from their TV screen, and connecting with others to play and chat.*

**New York** — January 31, 2012— TvTak, an innovative video content recognition platform for mobile applications, will showcase for the first time at Mobile World Congress – Barcelona - 28-29 February 2012 - a unique gamification toolset for second-screen interaction with broadcast television.

Demos will take place on Tuesday 28 and Wednesday 29 of February 2012 in the booth ApplicationBuzz on Hall 2, Stand 2C75.

### **Gamification, a new way of consuming TV**

Lifestyle is changing at an accelerated pace; TV viewing is now a multitasking experience, with consumers using their smartphones and tablets while watching TV.

Two-thirds of all television viewers share their attention between the big screen and their devices; capturing their attention is today’s challenge for media companies, advertisers and telecom services providers. Social gaming, in synch with television viewing, offers innovative and compelling opportunities to recapture the viewers’ focus and increase brand loyalty.

### **Build your community around live sporting events**

Sports fans, more than any other type of viewers, proudly express themselves and enjoy the interaction and participation with other fans, games and athletes. Live sporting events are the best opportunity to drive viewers into a unique viral and entertaining experience.

### **Share in one click what you are watching**

TvTak is the first Automatic Video Recognition platform that allows a viewer to point a smartphone or tablet at the television and instantly identify what TV program or commercial is playing. Viewers gets instant gratification, with a customized “TV Card” with the name of the show as well as other branded opportunities. The viewer can collect cards, post their collections into a feed of a community of users watching the same channel, and debate with peers watching the same shows.

## **Watching TV commercials becomes fun & rewarding**

Brands sponsor contests where viewers “catch” their commercials to unlock new content, register as fans, instantly enter into sweepstakes, receive valuable coupons or collect loyalty cards to get rewards. Viewers get rewarded while watching the sponsor’s TV ads.

### **TvTak offering**

TvTak offers multiple levels for partnership:

- For developers, iOS & Android SDK, and a TV content recognition platform to service their own branded App
- For other brands, a white-label Social TV Play app is available, or use of the TvTak branded App as a support of promotional campaigns.

TvTak provides unique viewers’ engagement Analytics with real-time on data on viewing trends for advertisers and networks, enable optimizing TV advertising planning.

Demos can be seen on TvTak’s YouTube channel: <http://www.youtube.com/tvtak>

### About TvTak

*TvTak is an innovative startup that develops smartphone apps for instant recognition of TV shows and commercials as they are being broadcast.*

*A viewer points his iPhone to the TV screen, and TvTak detects the show or the commercial within one second. It works on any television set.*

*TvTak offers new types of direct engagement between viewers and advertisers. See something that interests you? Advertisers can create an immediate call to action with spontaneity and no hassle. Watching an inspiring commercial; see it, point and click to call, to get more info, or download a cool app sponsored by the brand.*

*TvTak was been selected by Pepsico for the Pepsico10 program, voted best demo at TechAviv New York, Social TV Summit in Los Angeles in July 2011, Technonomy3 in Tel Aviv in April 2011,*

*TvTak operates in New York, Paris and São Paulo; TvTak R&D lab is located at the Omer Industrial Park, at the edge of Israel’s Negev.*

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