



Artificial intelligence to achieve effective News Industry and Social Networks communication.

The best colleague you will ever find for life long learning.

You need copy, you need an angle, you need ideas, you need to fill that blank piece of paper. What to write? how to write it? what's relevant? What will get you noticed? How can you even measure how good it is?

One word answer : Asimov. Asimov is blue sky AI software that can help you write trending content with the best embedded SEO characteristics of the moment in order to maximize accessibility and click hit performance. Asimov is not a simple script but a complex algorithm that never stops learning, never stops updating and never stops guiding the best way forward.

Asimov uses advanced tools like machine learning and deep learning to analyze published articles, extracting the concepts that are trending and helps choose the right topic for your next successful article. It automatically detects the real meaning of the text, extracts the relevant keywords and suggests a writing form that can increase the reader's interest.



Context is the key.

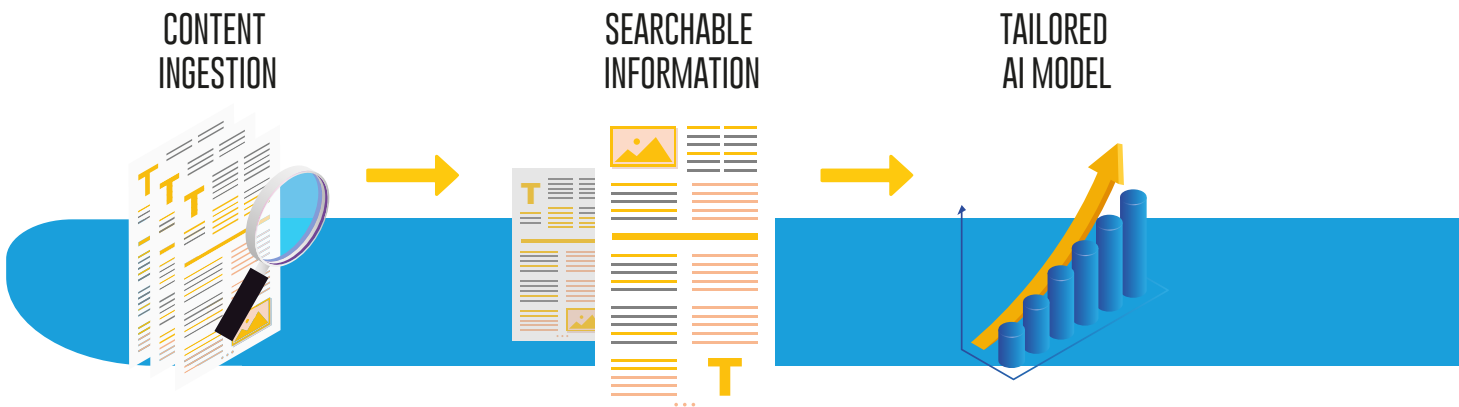
The use of language is very context dependent. Text used in the Security sector will be completely different to that used in the Cyber Security sector. The incredible sophisticated ASIMOV platform is able to understand and differentiate the context, classifying articles into their correct semantic categories.

Predict your performance

By comparing your text with other articles from the same category ASIMOV is able to predict the success and help to fine tune the copy to maximize its reach.

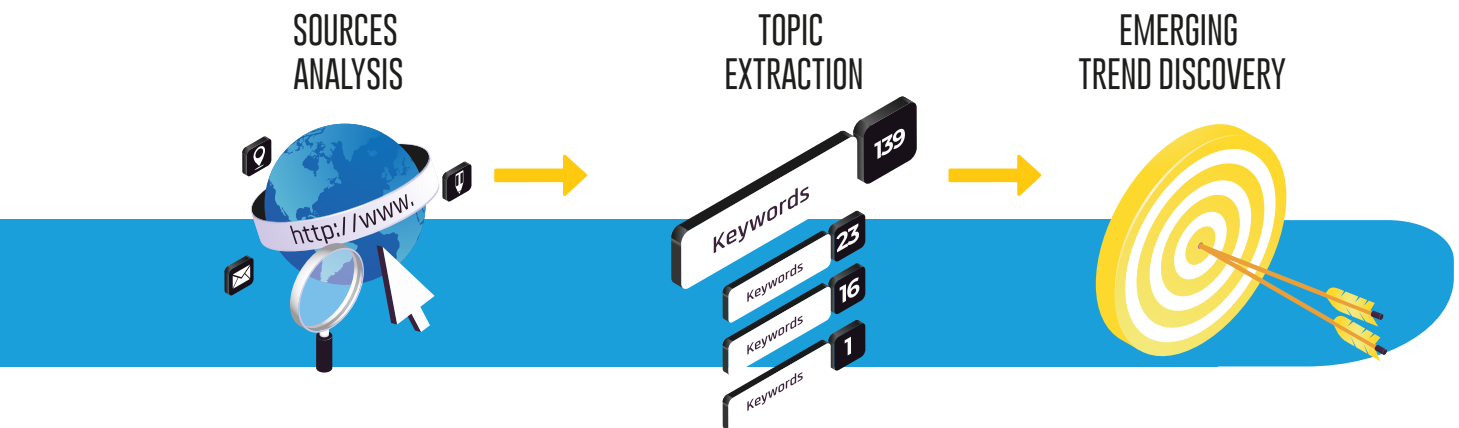
1. HISTORICAL CONTENT. Learning from what worked before

Asimov learns from past articles and uses them to generate a high-performance outline. All historical contents is searchable and becomes meaningful. Analyzing the daily results, the AI self-trains itself to improve your future articles' performances.



2. TREND DISCOVERY. Time zone and Multilingual software

Asimov analyzes in real time and in doing so it can identify new Trends. ASIMOV works with you and with the world. This is done irrespective of language or time zone. The software can recognize differences or similarities between topics published across the world no matter which country's language the news came from.



3. PREDICTION. Reliable and accurate.

Asimov anticipates the success of your draft article. It suggests how to improve the content whilst you're writing, predicting future metrics (eg: views, clicks, shares...). Presenting an AI outline to an Editor, Asimov is able to suggest how the draft may be semantically and syntactically enhanced to optimize the content and achieve better results in terms of REVENUE, audience SATISFACTION and other important criteria.

