



Real Time Voice Based Emotional Analysis

Exaudios has developed unique capabilities of measuring and understanding people's full spectrum of emotions; moods and attitudes through their voice in real time - as they speak.

Based on 16 years of extensive research into the mechanisms of the human intonation (in many many cultures and languages) - we have found the universal code of intonation (human basic language).

This breakthrough has been implemented by exaudios in a few commercial areas (mainly call-centers) and could be extended to many others. Sky is the limit as all of us can imagine intuitively.

For example: consumer apps; media; social networking; investigations and security; HR; and combining by other sorts of expertise (marketing, psychology...) we can speak about advertising, advising and so on.



Dear potential investor

We believe that there are only few technological opportunities which are so exciting and promising like this one. All of us know intuitively that beyond our intonation-there is a lot of information (such as how we feel and even if we are ill).

We know that - but Exaudios has been the first to decode the intonation and use this info smartly.

The effectiveness of the usage of this info is huge as you can improve your understanding of others. Shows that intonation teaches us about intentions - more than content (5 times - at least).

Exaudios technologies are the unique computerized platform which can decode automatically the intonation and recommend us - how to sell, how to serve, and even how to have friends. These and more by far.

Exaudios tech is used today in call - centers and will be used in social networking, consumer apps, advertising, law enforcement, matching people and more.

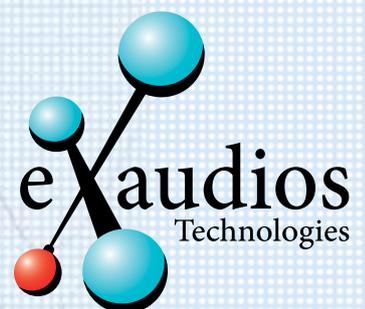
The potential is huge. However - a financial crisis of this exciting start-up stopped exaudios and has given the opportunity to the innovative investors.

We are looking forward to advance with you.

The selling procedure is supervised by the Tel Aviv district court.

Competitive Advantages

- Protected IP (patents in USA and pending in advanced stages in Europe ,Israel, India, China).
- Multidisciplinary knowledge which is developing gradually.
- Working applications of REAL-TIME analysis (10-15 seconds of voice is all we need).
- Solid and large research with clear results (exaudios technology has been tested and verified on over 50,000 subjects of multiple languages and multiple cultural backgrounds).
- Real time emotional based directives and recommendations that radically boost agent sales and enhance service performance by 20% and above.
- Huge industries can be leveraged significantly by this technology and knowledge.
- Exaudios has won two major industry awards for its technological breakthroughs and application innovations:
#2010 Demo.com winning prize "The Most Promising Innovation".
#2010 TSIA (Technology Service Industry Association) - Vision award.
- Valuable potential spin-off based on distortions of voice which can be related to specific diseases and characteristics and may be used as a support to medical/psychological diagnosis.



COMPANY OVERVIEW

Chronology:

Exaudios was established in 2007 based on years of research (beginning in 1995)

Money raised by founder, angels and employees - 5.7M\$

Key milestones:

1995 - research started, 50000 voice recordings samples tested in more than 20 languages, 18 unique discoveries

2007 - company incorporated

2008 - first patent granted

2010 - Maginify Call Center Suite launched (first pilots in q4)
Awarded prestigious international prizes

2011 - Multiple successful pilots
2 other us patents are granted
Too fast growth causes financial shortage

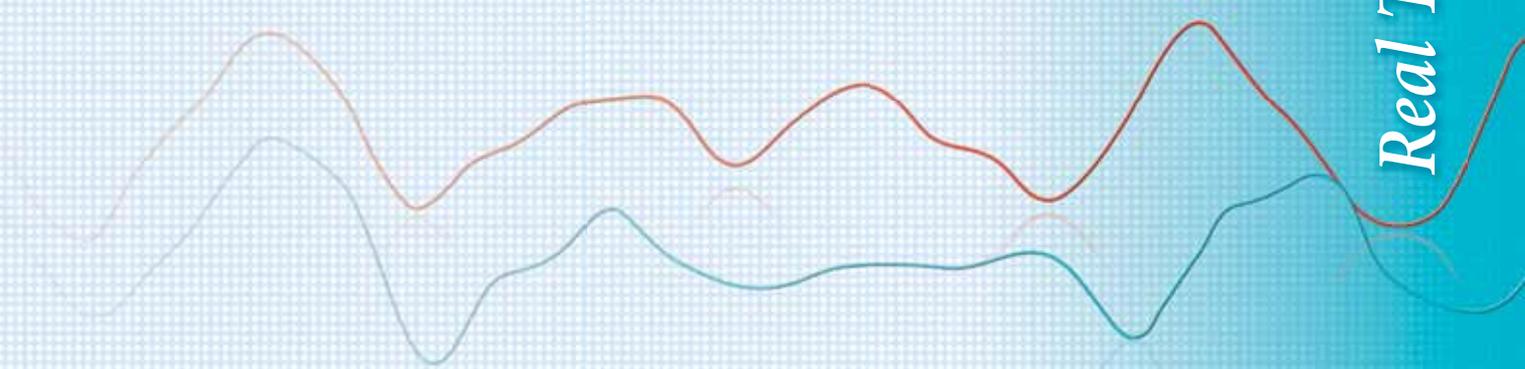
2012 - Selling procedure by the liquidator

FOUNDERS

Dr. yoram Levanon

Dr. Levanon founded exaudios in 2007 following 12 years of research into the mechanisms of decision making and the human intonation code. Previously he founded and managed a marketing research and consultancy company and was heavily engaged with Israel's IT, Technology and Homeland Security Industries. Dr. Levanon is a senior lecturer of Business Strategy and Marketing at Netanya Academic College and holds a B.Sc. in Physics, Mathematics & Statistics, and M.Sc. in Theoretical Physics, both from the Hebrew University, and a D.Sc. in Operations research from the Technion institute.

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A blue ink signature of Shaul Kotler.

Shaul Kotler, adv

Interim liquidator of
eXaudios

A blue ink signature of Yonat Meir.

Yonat Meir, adv

A blue ink signature of Dr. Yoram Levanon.

Dr. Yoram Levanon

Founders of eXaudios

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