

# Press Release

## EmoSpark Console Guarantees Users Increased Happiness

*The first A.I. home device will forever change the course of entertainment.*

**London, UK, December 31, 2013:** Technology that improves our lives is always a priority. Technology that can improve moods and overall happiness is beyond our expectations, yet we are always ready for a break from today's chaotic world.

Enter EmoSpark, the world's first home artificial intelligence console that uses emotion text and content analysis to measure the emotional responses of its users. In fact, it actually detects the moods of several people in the room at a time, the same way people do, through facial analysis.

Technically, EmoSpark accesses NASA's MODIS satellite, the Freebase and Wiki databases and results in a platform so innovative it will spin the entertainment world on its side.

The EmoSpark console interacts on a conversational level and demonstrates human emotions while it delivers music, games and videos that are the most pleasant to that particular user. Since it is an A.I. device, it continues to learn and fine-tune its results over time.

The applications are unlimited. It already works with users' smartphones, computers, televisions and games and can connect to Facebook, YouTube, Soundcloud and more.

Inventor Patrick Rosenthal explains, "EmoSpark is an android powered Wi-Fi/Bluetooth cube which will recognize each family member's preferences. As each person increases interaction with the cube, it will learn more about them. Over a short period, it will read each person's moods, likes and dislikes and then assist in selecting entertainment that increases their positive experiences on a daily basis."

This is the world's first "Emotional Intelligence" device and its capabilities and benefits are unlimited. The EmoSpark uses emotion text and content analysis to measure the emotional responses of several people all at the same time.

While it builds each unique Emotional Profile Graph (EPG), it will virtually "feel" sensations and emotions.

EmoSpark can interact with individuals on a custom, conversational basis because it will recognize the user's voice and face. As interactions become more frequent, EmoSpark will capture and store each emotional nuance with the sole intention of making the user happy.

Rosenthal adds, " *Every EmoSpark has access to a communication grid, accessed only by other cubes, so will be able to recognize other cubes with a similar emotional profile. It can share media enjoyed by other cubes and then recommend this for your enjoyment. It can interact with the family, help with homework and provide up-to-the-minute updates about anything local or global. You can call up the cube and interact with it from mobile devices, via video conferencing or your pc, which will take your home media and gaming to a whole new level.*"

The EmoSpark is scheduled to go into production in the beginning of 2014 for a projected release date of April 2014. Although the company has not yet established a firm retail price, they are committed to making EmoSpark affordable for the average electronics consumer.

See for yourself: <http://www.indiegogo.com/project/preview/22c3f6a1>

Media and press interviews with inventor, Patrick Levy, will be available from December 12, 2013.

