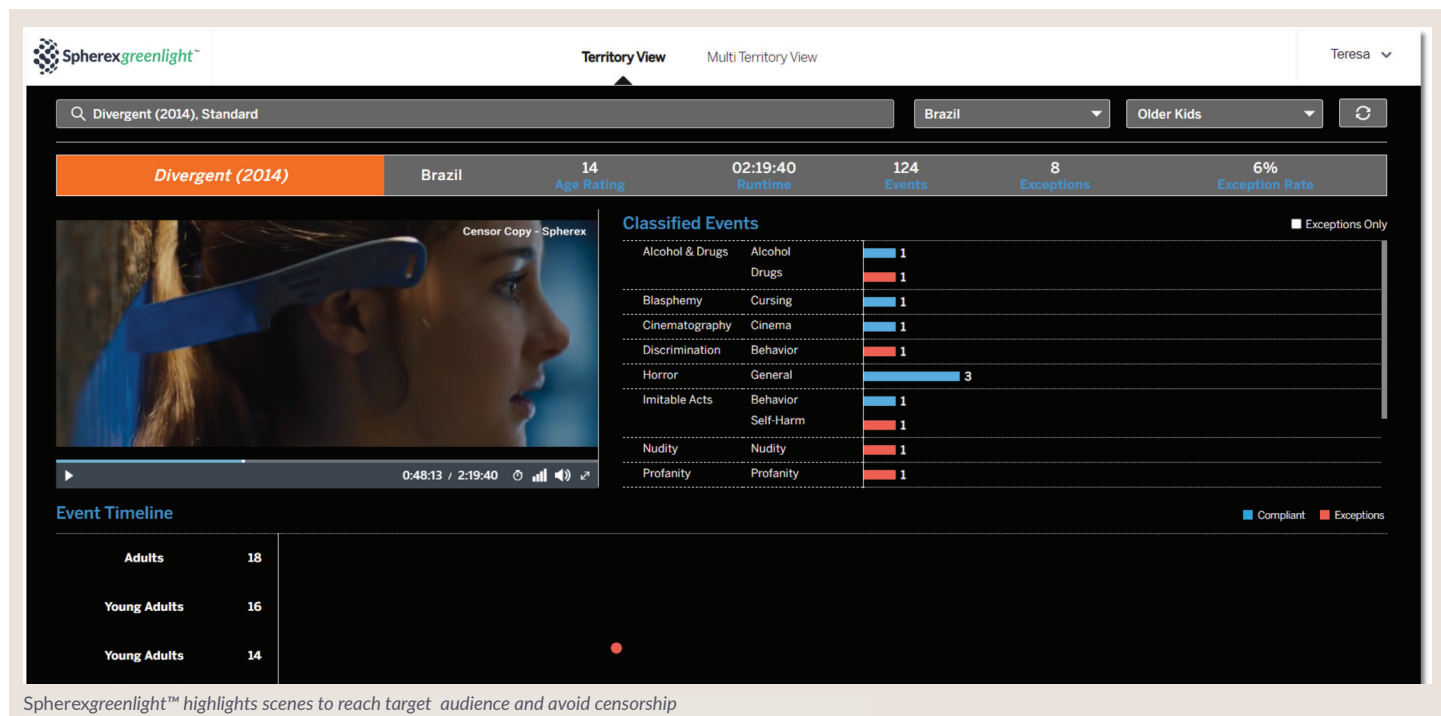


## Identify Culturally Sensitive Scenes in Movies & TV Shows



Spherexgreenlight™ highlights scenes to reach target audience and avoid censorship

The simultaneous and exponential growth of film and television, streaming platforms, and global audiences is creating burdens and challenges that have never existed. The rapid growth makes it impossible for humans alone to accurately and consistently prepare each title for global distribution. To meet volume demands, Spherex has developed an artificial intelligence platform to augment its workforce of content analysts to analyze and process millions of hours of video content for localization and regulatory compliance worldwide.

Spherexgreenlight™ is the revolutionary expert-in-the-loop artificial intelligence (AI) and machine learning (ML) solution that provides cultural insights for audio-visual content at scale. The platform uses artificial intelligence and machine learning to identify, interpret, and classify all cultural events. It produces a cultural fingerprint for each title that streaming platforms can leverage for improved personalization and content discovery in markets worldwide.

The technology enables film content producers, distributors, and streaming platforms to quickly and easily identify and adapt their content to be fully compliant with regulators and appropriate for audiences in every market worldwide by:

- Identify scenes with the highest censorship risk.
- Provide event timestamps of that require editing.
- Determine appropriate age demographics worldwide.
- Compare cultural sensitivities across countries & regions.

Discovering potential problems early using Spherexgreenlight™ gets titles to market faster and avoids brand risk. With unmatched expertise in cultural adaptation and ratings, Spherex helps build larger international audiences, speed up content delivery, drive more video views, and generate higher revenue.