

**Bring emotions  
into technology**

An abstract graphic of a human brain, rendered in a dark blue and purple color scheme. The brain's surface is composed of a dense network of glowing, interconnected lines and dots, suggesting neural activity or data flow. The overall effect is a futuristic, high-tech representation of the human mind.

**ontbo**

Our mission

# Hyper-customization for all companies & industries

Transform human interactions into a unique and **fully customized emotional experiences** through **artificial intelligence**.

We help companies from the following sectors, to unlock hyper-customization :

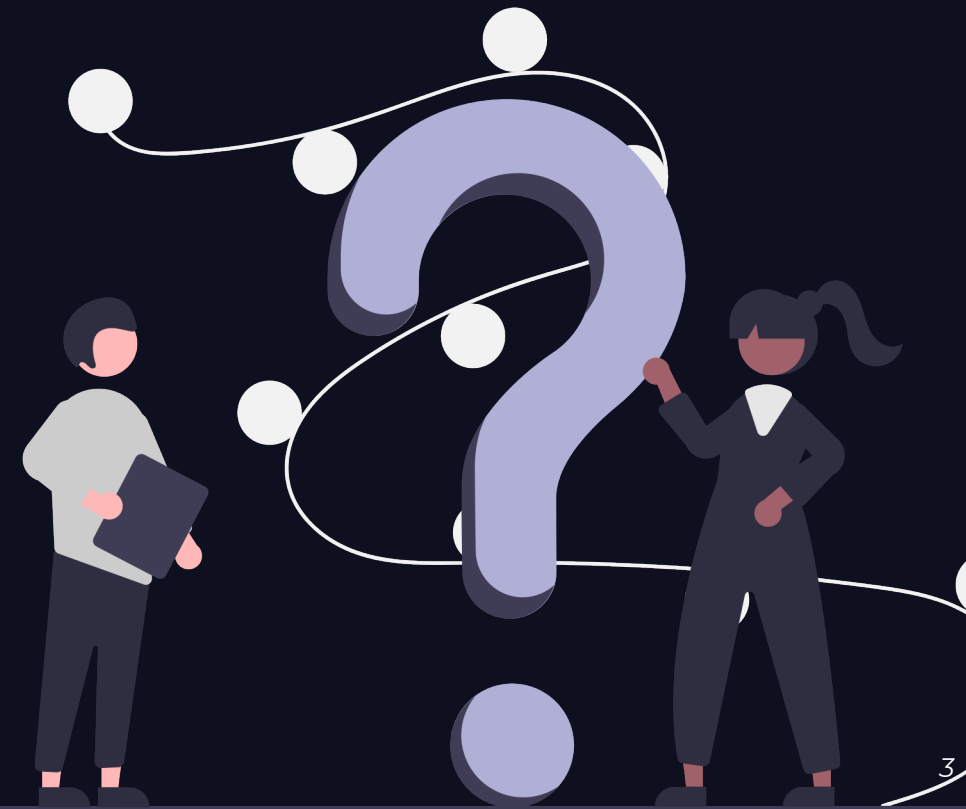
Art & Culture industries | Defense & Security | Video games studio | Esport | Bank & Fintech | Health



## Observation

# Inability to design experiences based on human emotions

- Technology is not capable of **adapting to its user**, it's up to the user to adapt its use according to the algorithm ;
- Companies don't know how to **benefit from users' emotional data**;
- **Lack of customized experience** leads to users' disengagement ;





# An highly adaptable & interoperable offer

## Assessing the digital psyche

- ✓ Identification of emotional influencing factors
- ✓ Classification of influencing parameters
- ✓ Digital trace evaluation
- ✓ Personality level (Big Five model)

## Measuring & analyzing emotions

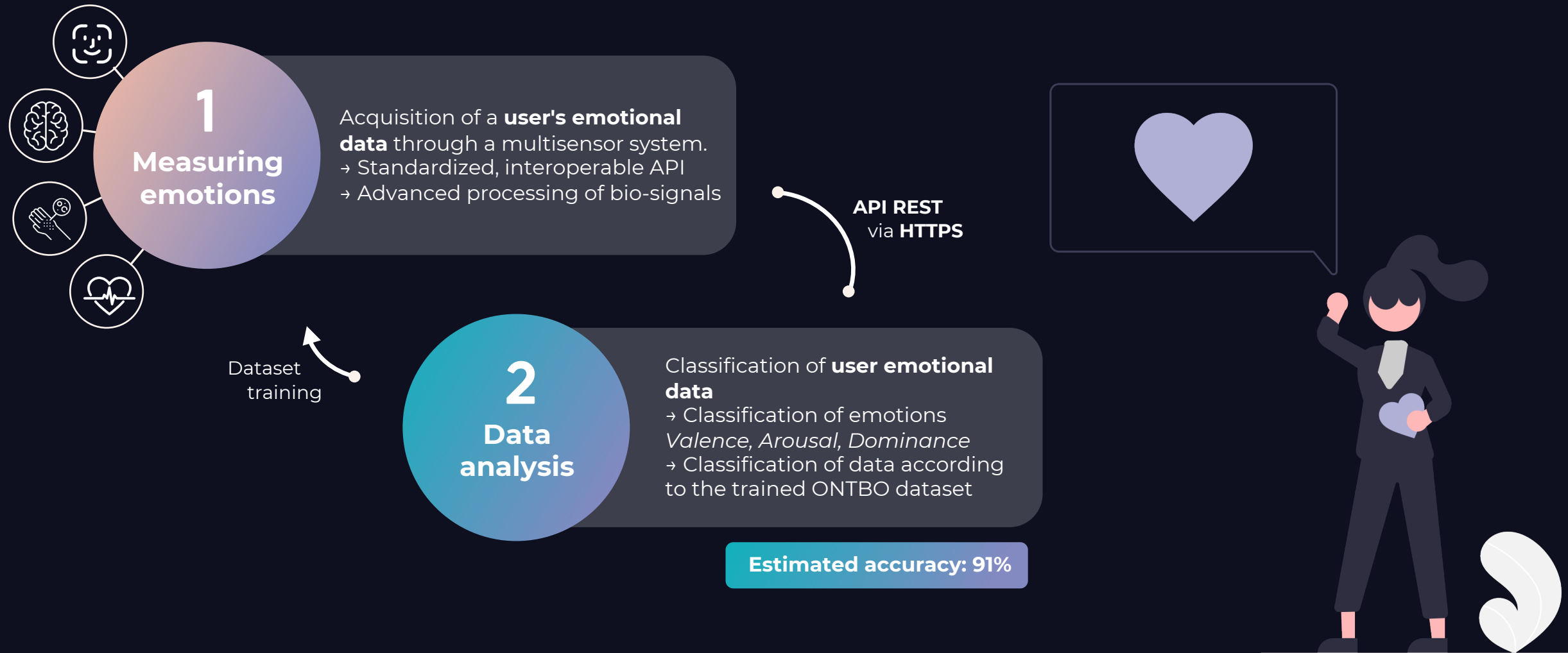
- ✓ Multi-sensor system
- ✓ Interoperable API
- ✓ Advanced bio-signal processing
- ✓ VAD classification (Valence, Arousal, Dominance)

## Prediction algorithm

- ✓ Emotional impact analysis
- ✓ User experience adaptation
- ✓ Metadata classification
- ✓ Relevance analysis



# A multimodal platform for measuring emotions





# Analysis of emotional influence factors



## Identifying impacting external parameters

- User's age and ethnic origin
- Socio-professional category
- Interests
- Level of tiredness
- Geographical situation
- etc...



## Recovering the digital trace

- Cookies
- Surveys
- GPS location
- Social network parsing
- etc...



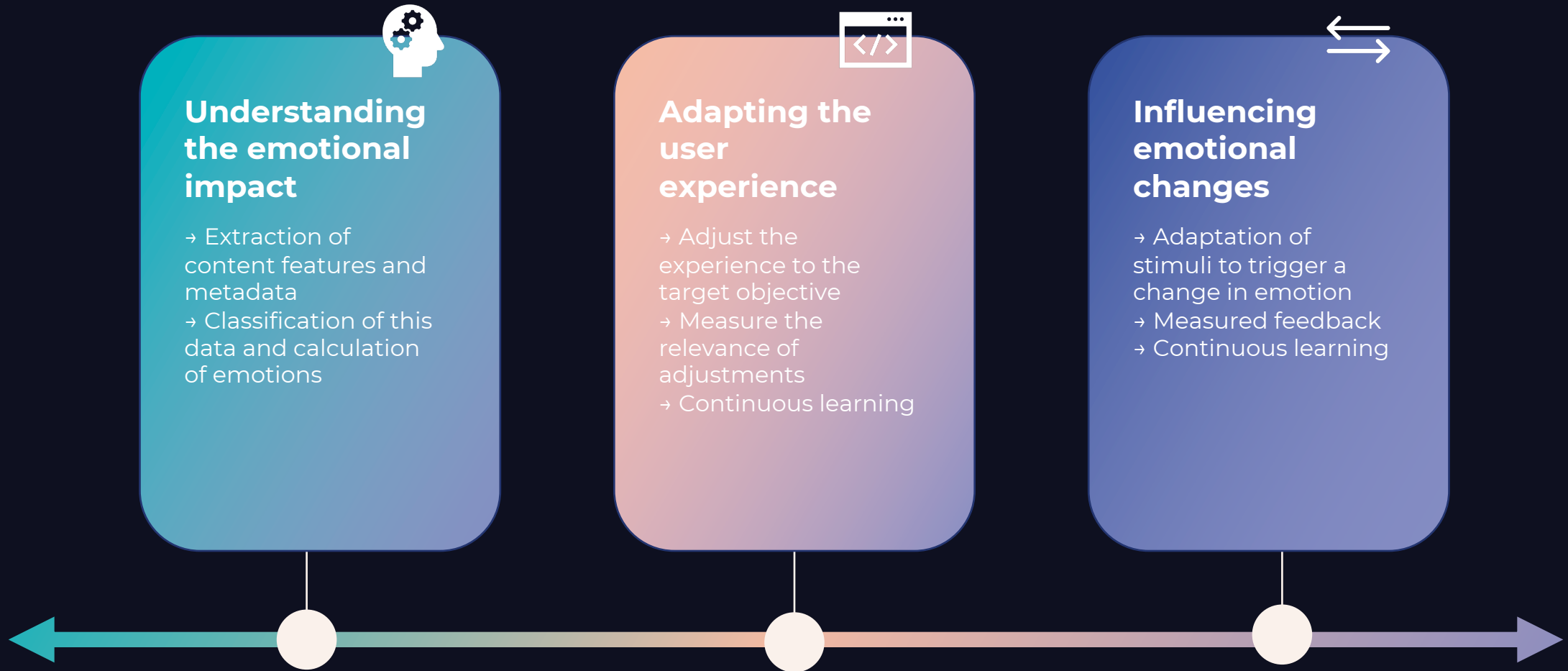
## Quantifying/Correlating reactions & emotions

- Use of the Big Five model (algorithmic analogy of the psychological model)

**Understanding and predicting emotional responses**



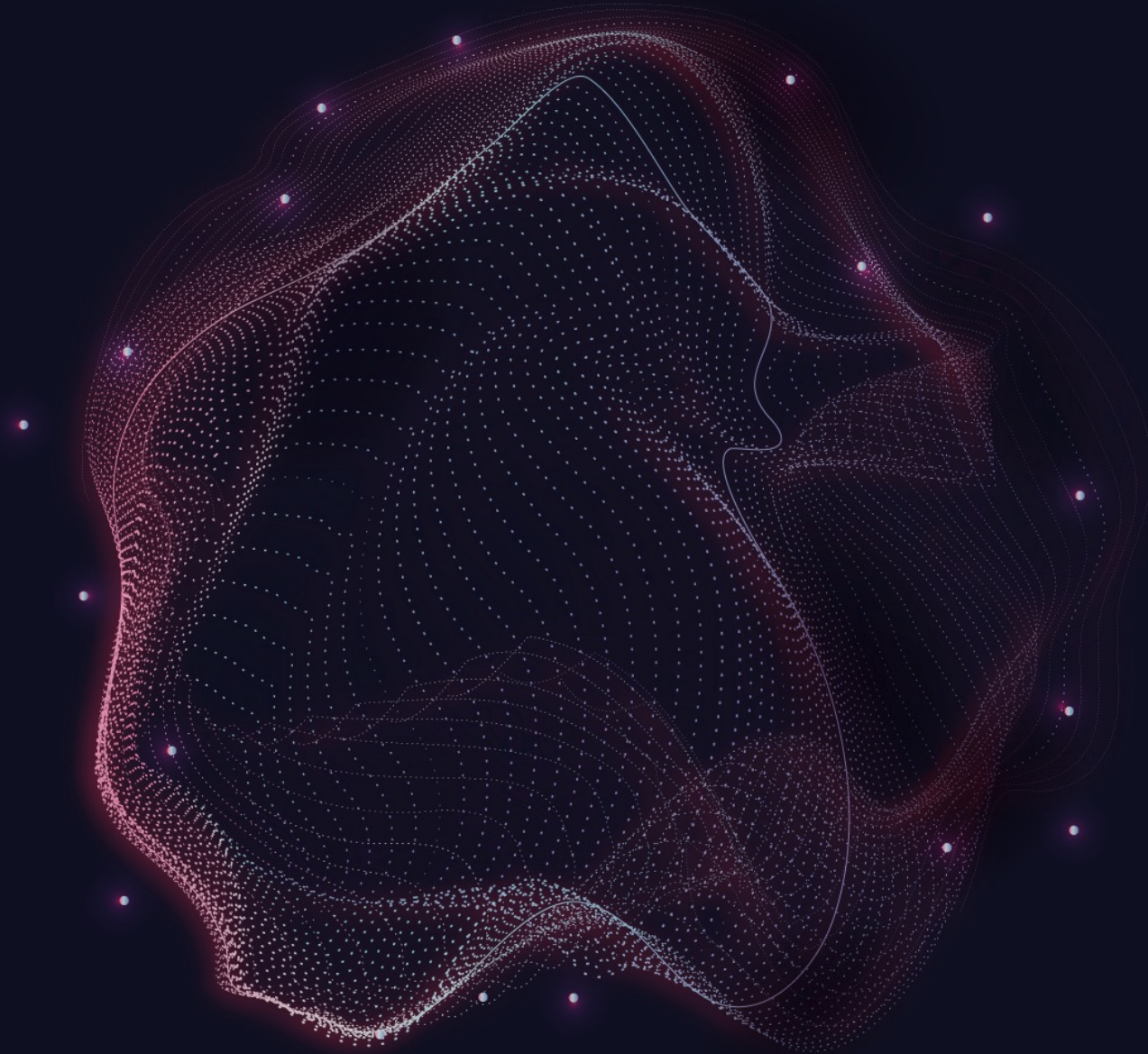
# Understanding and adapting to the emotional impact





# Embrace **your** emotions

At ONTBO, we're convinced that **all emotions** have their place and importance in our world. No longer do we hide our emotions; we're here for those who **dare to express them.**

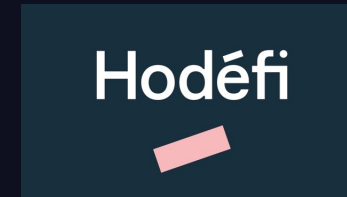






The ONTBO ecosystem

# A national and international reputation



Technology partners

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Supported by

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**GOUVERNEMENT**

*Liberté  
Égalité  
Paternité*



**European Union**  
NextGenerationEU



# ontbo

**Embrace your emotions**



## Thanks!

**Contact :**

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