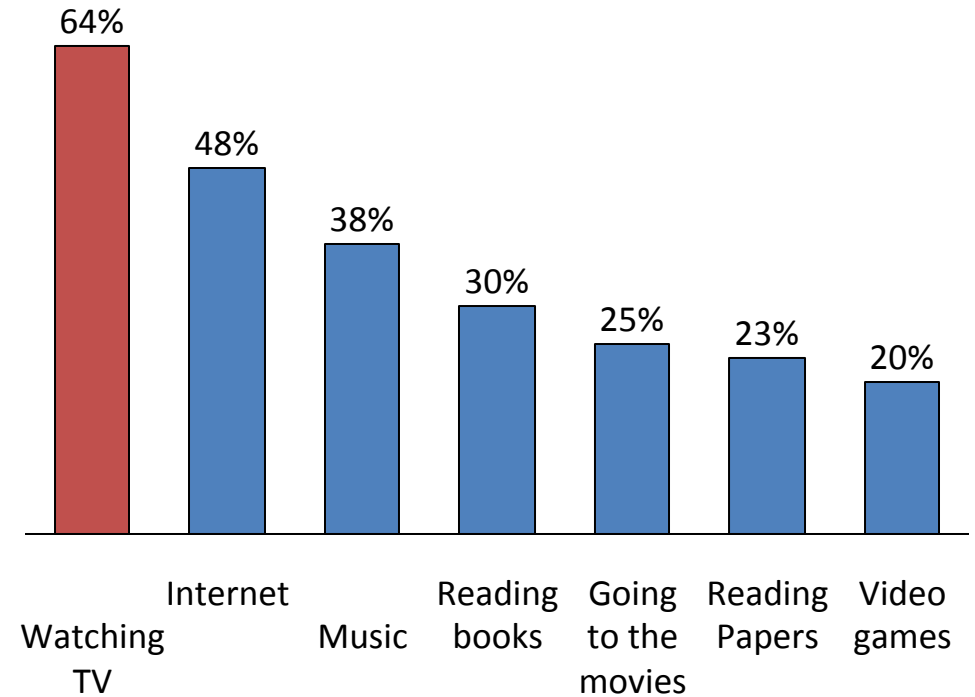
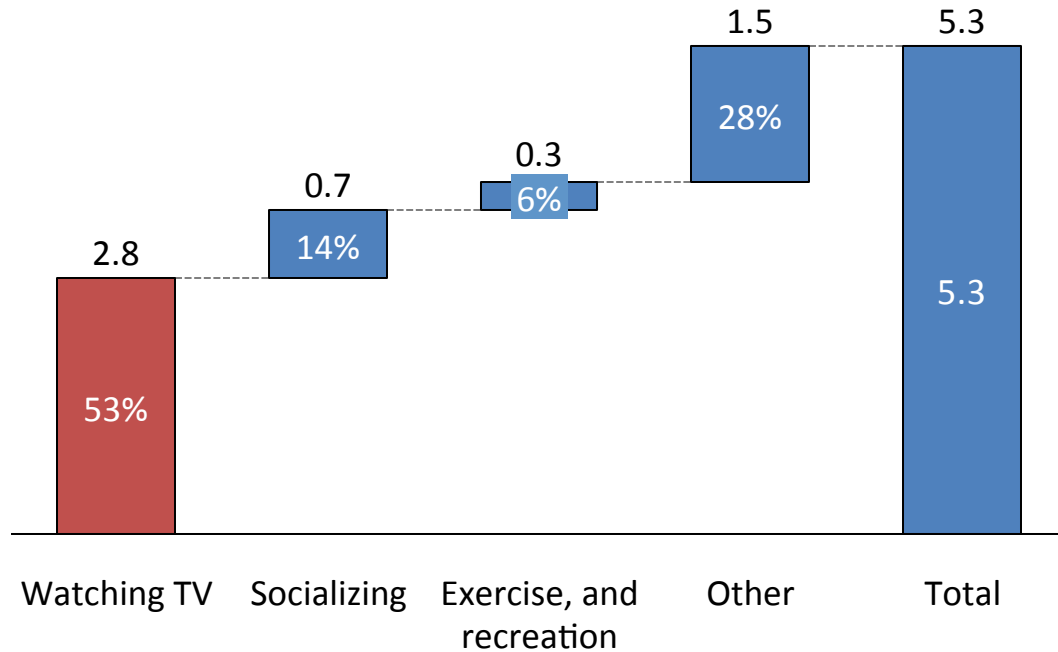


Whenever Americans Can – They Watch TV



American's spend >50% of their leisure time watching TV

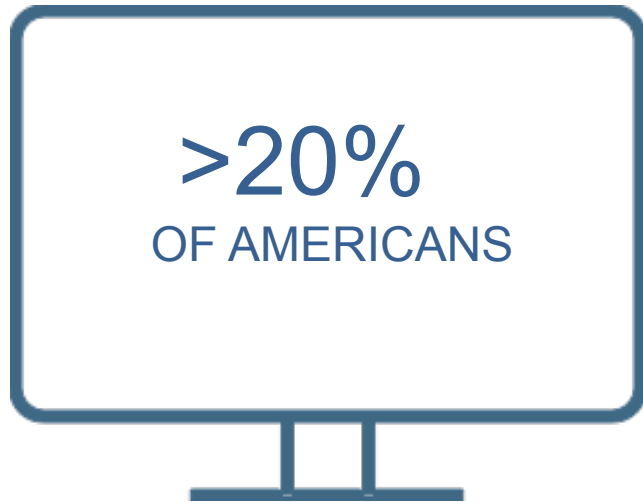
Watching TV is America's preferred media activity



————— \$200 Billion per-year ad Industry —————



20% of Americans Watch TV Out-of-Home Every Week



*watched TV
Away From
Home the past
week*



————— >500 M viewing hours per month —————











All these TVs Are Muted



Let's People Hear
Any TV Using
Their Smartphone

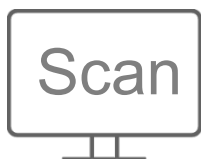


Scan Any TV

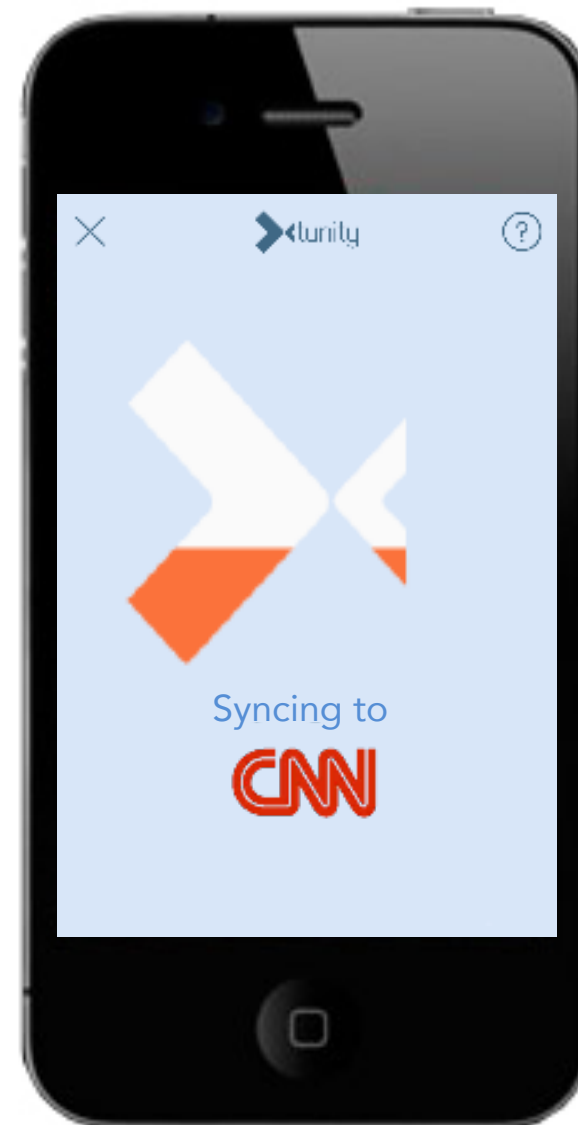




Channel ID
Audio Sync

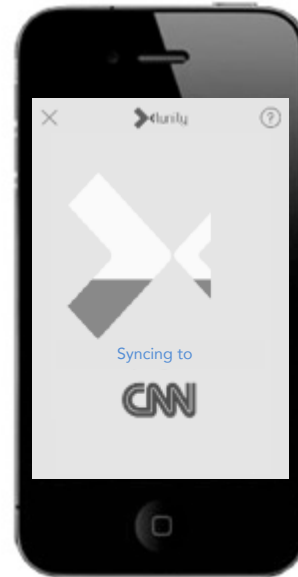


Any TV

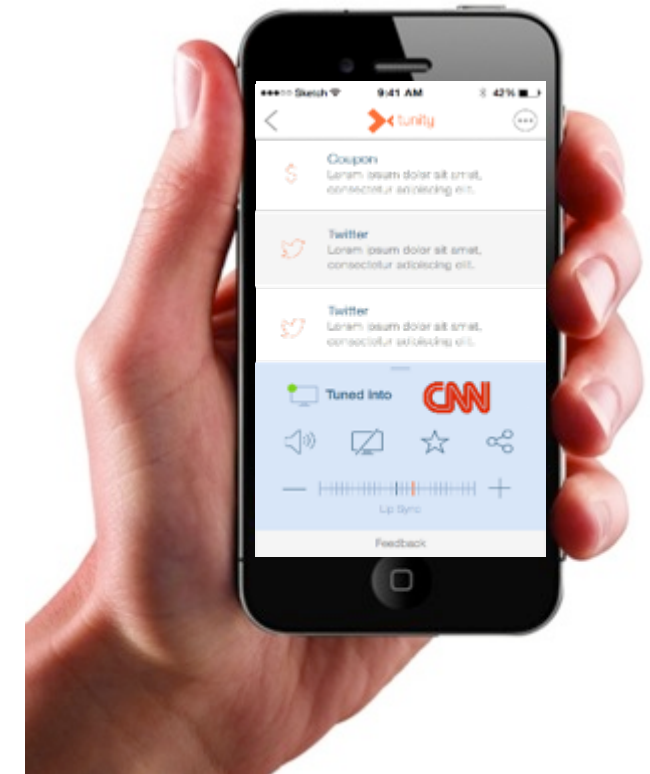




 Scan Any TV

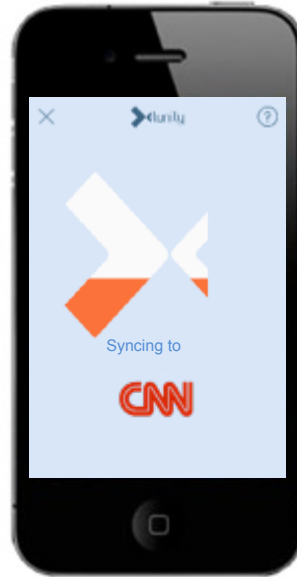


 Channel ID
Audio Sync



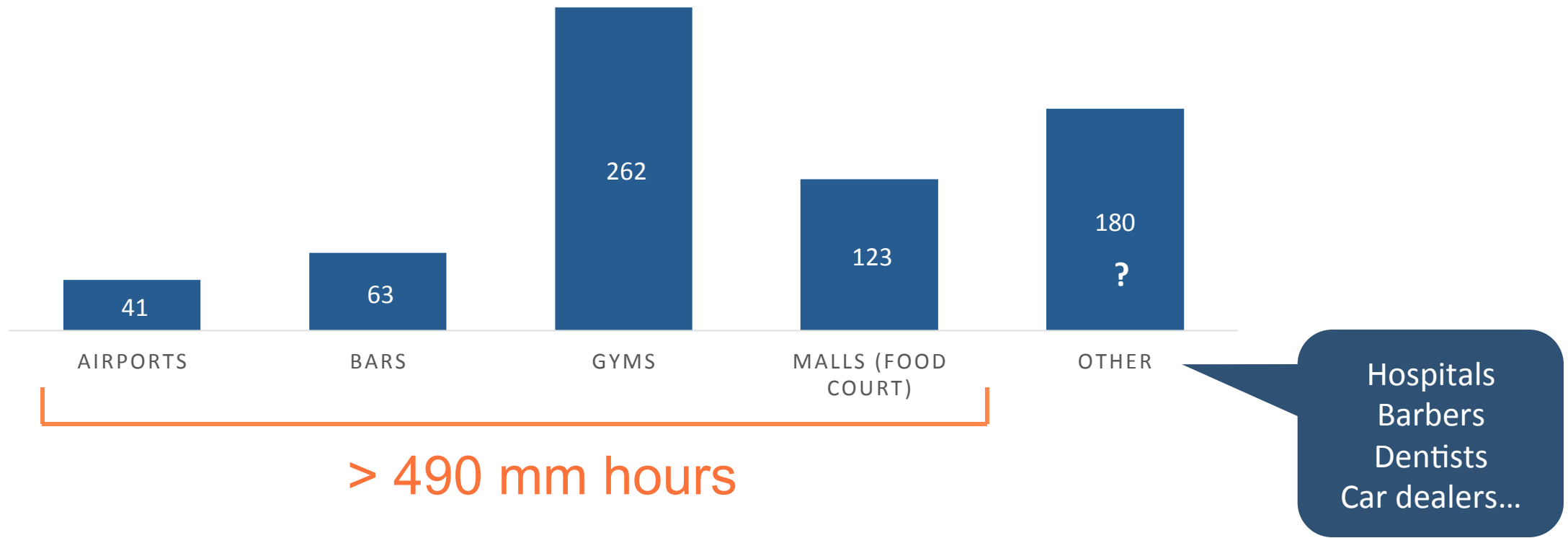
 Listen to
the audio

Simple and Scalable



No Hardware needed

Out of Home viewing hours – US (monthly, millions)



> 490 mm hours

~2% of total TV viewership

Extracting Real-time Consumer Data



User enables location data



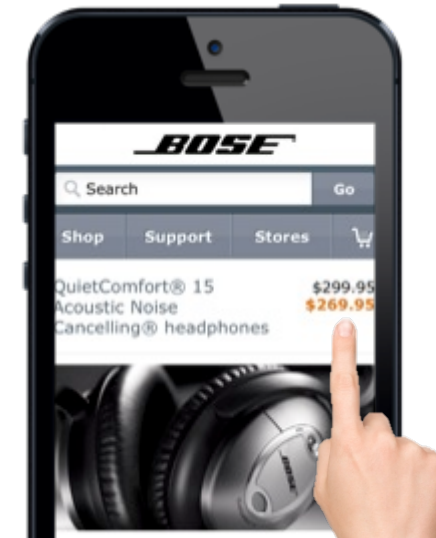
Data obtained through FB connect



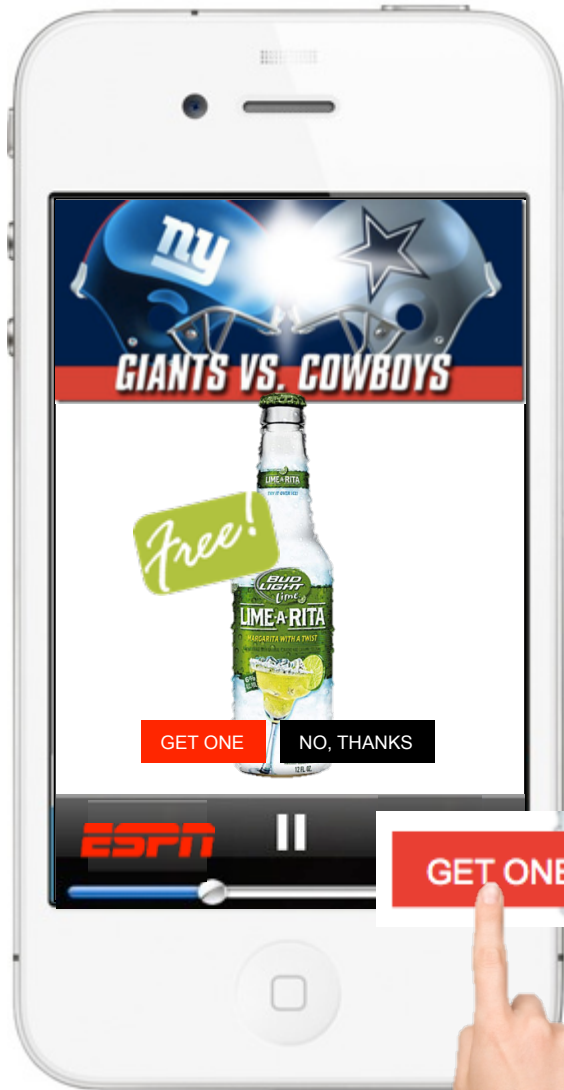
We know what they are watching in Real-Time...



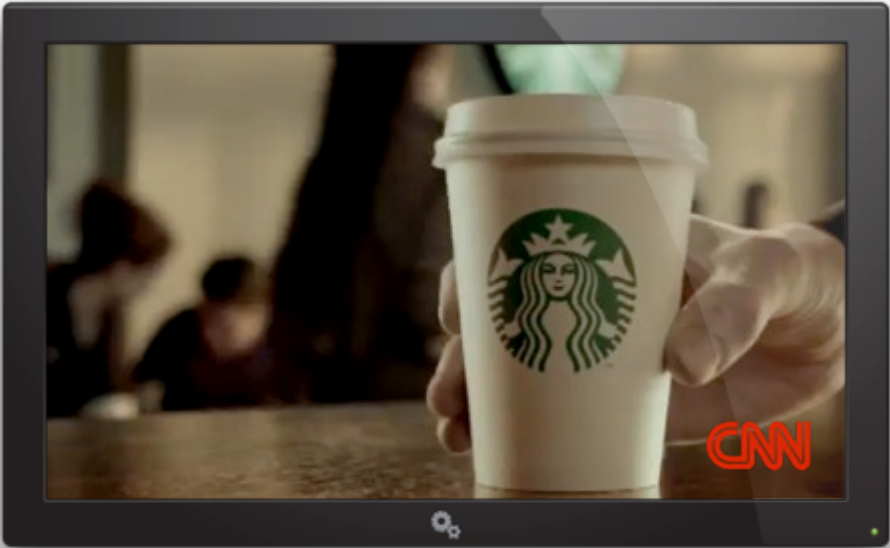
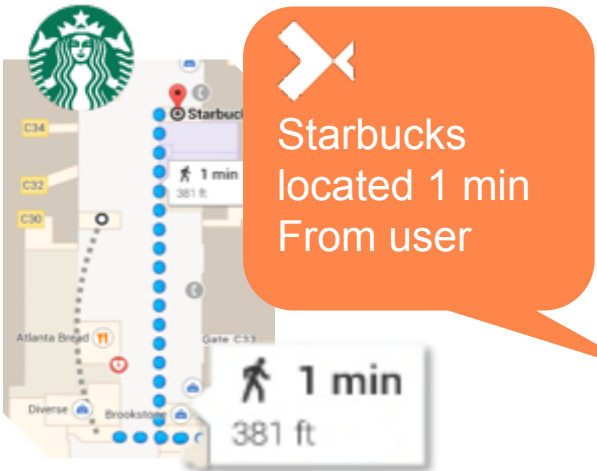
...and can target accordingly



Creating a Real-time Channel to the User

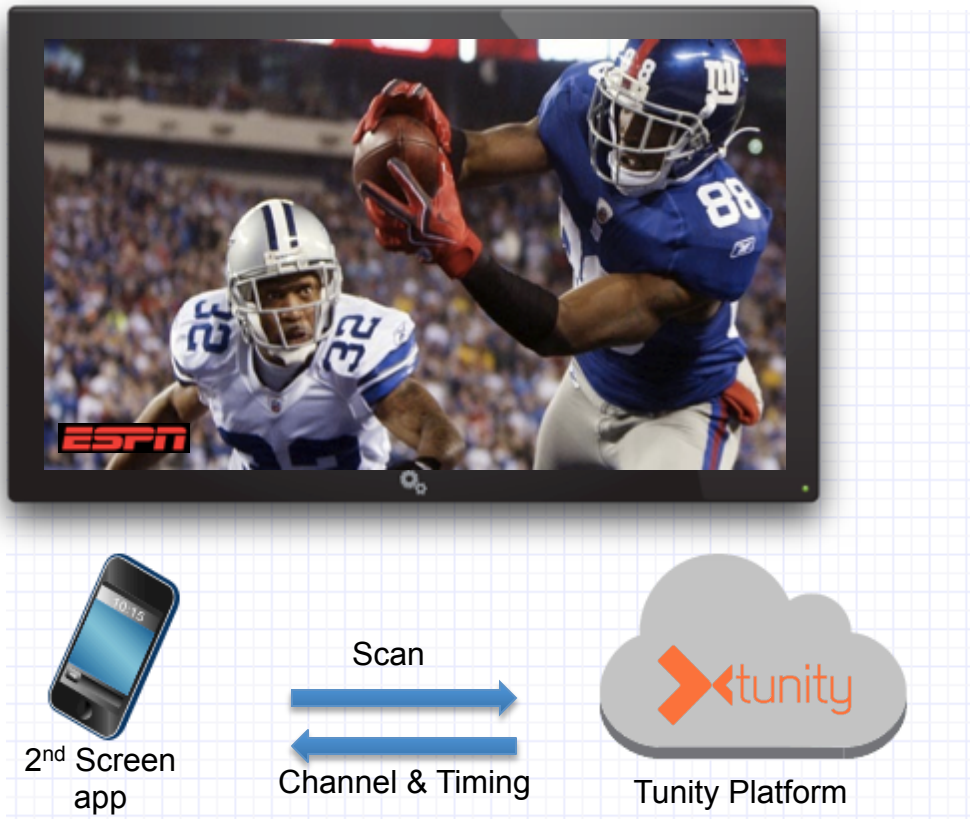


Personalized, Context-Appropriate, Measurable Call to Action

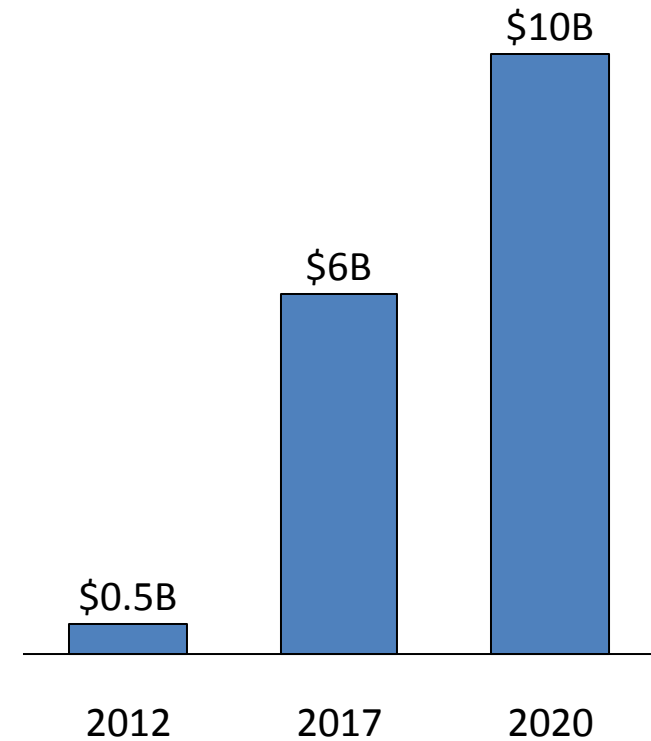


Providing Platform for 2nd Screen Apps...

Creating a TV-Sync and discovery platform



2nd screen - a large and growing market



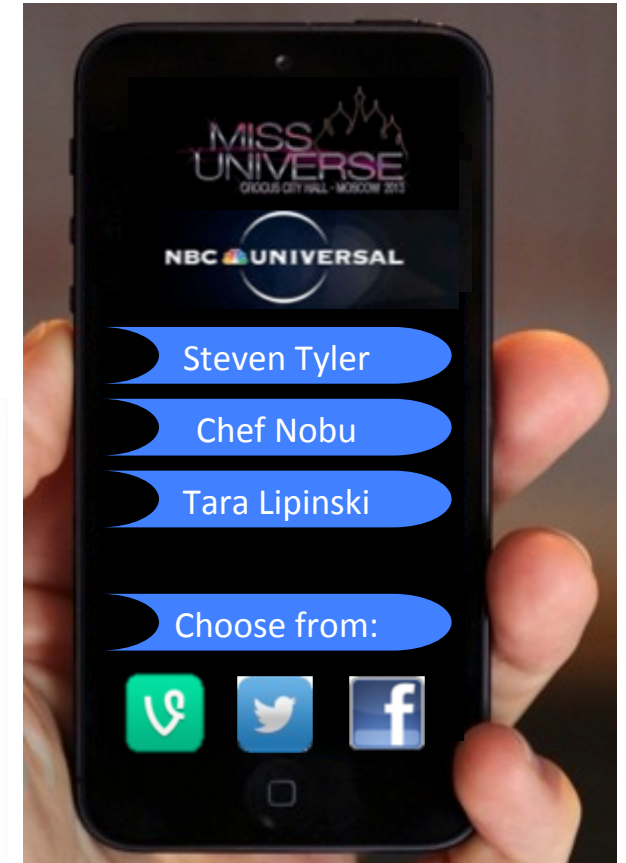
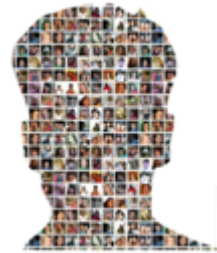
...and Content Creators



Example | Choose your favorite MC

Celebrities

or from your social network



Personalizing in-home viewing

MasterChef
TONIGHT 8PM



JOE
BASTIANICH





1 5 SIT HTC OM/N | hB R O A D W





US NIGHT

EVENT

NY

at Bloomingdale's

AMC

HSBC Direct
3.50%
NO

HSBC Direct.com

HSBC



RENT.

TIMES SQ SHUFFLE
TO SOUTHBOUND
7 AVE
TURN HERE

ONE WAY

W 45 ST

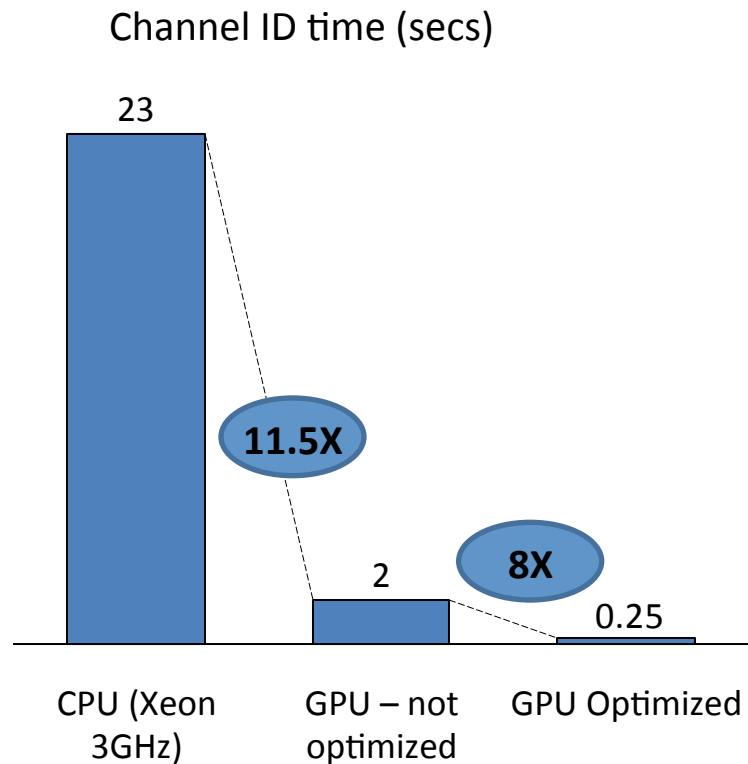
GEORGE ABBOTT



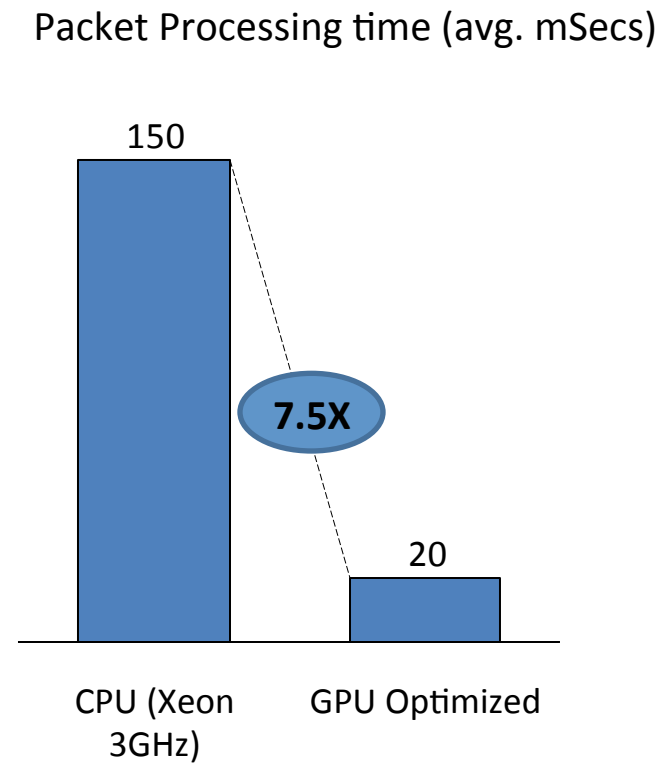
GO FORTH

WHITE CHRISTMAS

Reducing Channel ID time

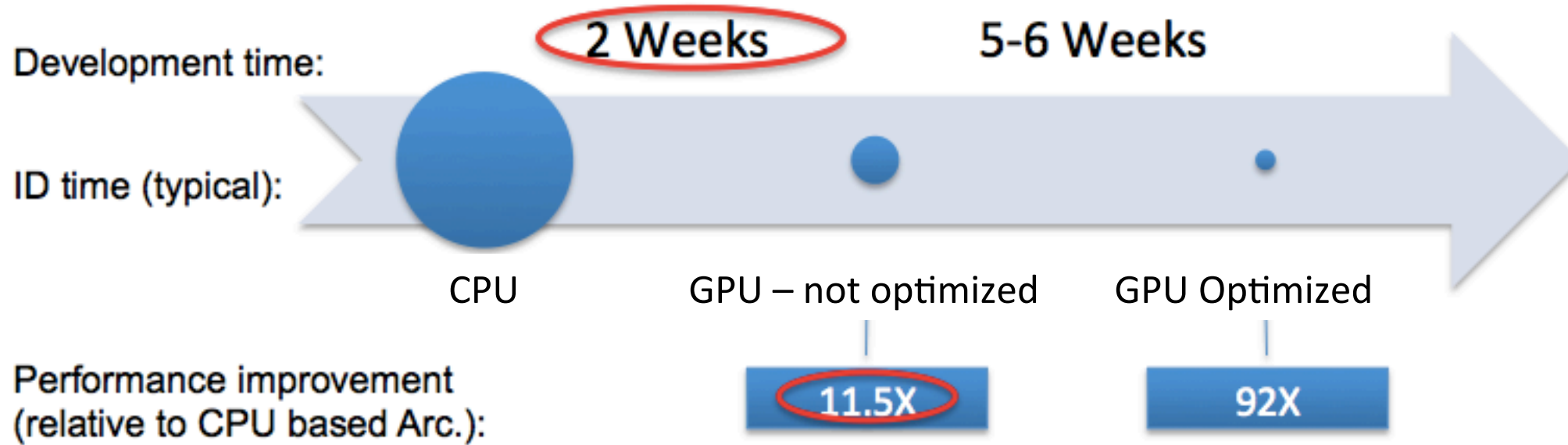


Minimizing Audio Processing Delay



————— Reducing ID time and packet processing by 11.5x and 7.5x —————

Migration to GPU Based Architecture is Quick and a No-brainer



Significant improvement -
Light optimization efforts



Yaniv Davidson - Founder

- ▶ Managed U-TX, a mobile technology startup (acquired by Verint)
- ▶ VP Business Development mySupermarket.com (WPP Startup)
- ▶ Consultant at BCG – focused on consumer and digital strategy
- ▶ MBA from Kellogg School of Management



Adi Gabber- co-founder and CTO

- ▶ Over 14 years of SW development and management experience
- ▶ SW team lead at Oblicore (acquired by CA), Sofaware (acquired by Checkpoint)
- ▶ BSc in Math and MSc in Finance from Tel-Aviv University

Mariano Schain – Adviser:

- ▶ Machine Learning researcher at TAU, ‘Creative Mind’ Award – IDF Chief of Intelligence, Chief Software Architect at TI, consultant to Google, Microsoft and IDF.



Bruce L. Paisner

- President and CEO of the International Academy of Television Arts & Sciences
- Senior Adviser - Hearst Entertainment and Syndication



Dennis Lombardi

- EVP Foodservice Strategies at Wd Partners
- One of the most highly respected leaders in the foodservice industry. 30 years of research on and consulting for restaurant chains



Nikki Jason

- Senior branding and marketing executive with over 20 years of experience
- Led branding initiatives and marketing campaigns for major Fortune 500 companies

- Go to Market...
- Differences vs. ACR...
- Timeline...



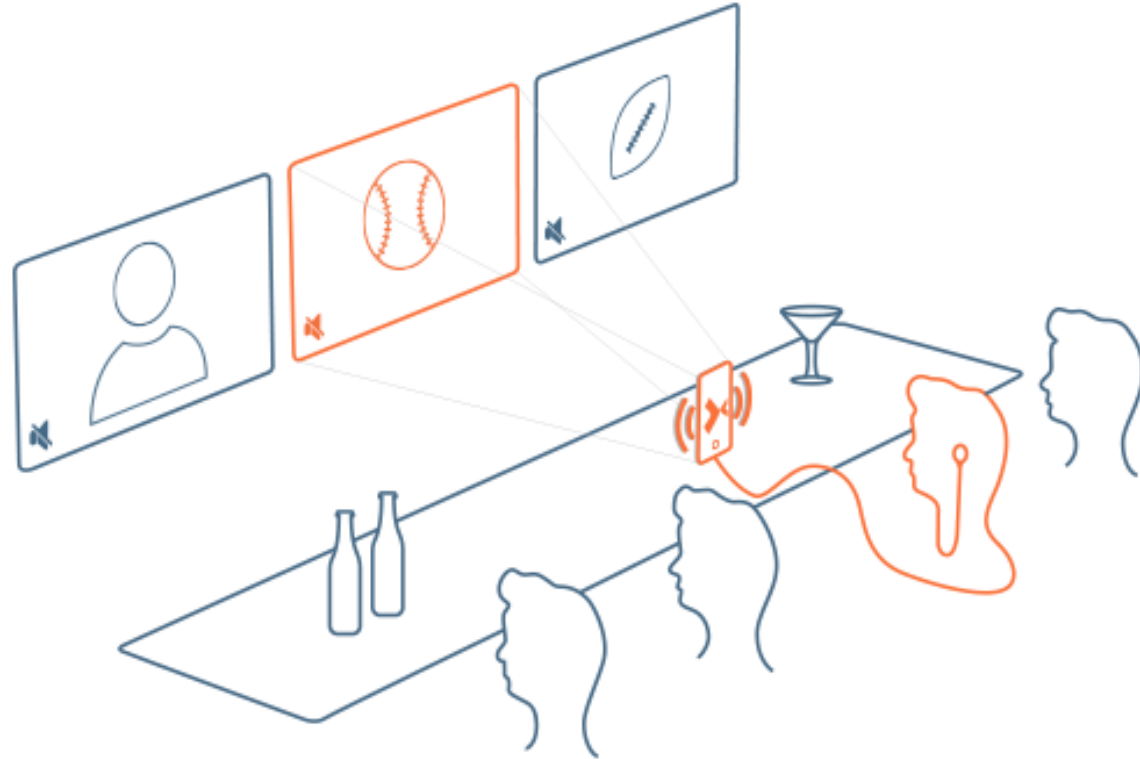


SCAN. HEAR. NOW.

Scan any TV. Hear it on your phone. Right now.

Scan any muted TV with the Tunity app, and stream that channel's audio directly through your phone.

first name	last name
e-mail address	
SIGN UP FOR OUR EARLY BETA	



NEWS: Tunity Receives 'One to Watch' Award at NVIDIA Emerging Companies Summit 2014.



www.tunityapp.com