

# 2nd EUREKA AI Cluster Call

New Insights That Quantify The **Human Mind** and **Sentiment**



## Company Overview



Opsis specialize in Emotion Recognition AI using **Psychology Circumplex**



Spin-off from **A\*STAR / ADSC**



**Millions** have been invested with over **5 years of R&D** (MedTech Project)

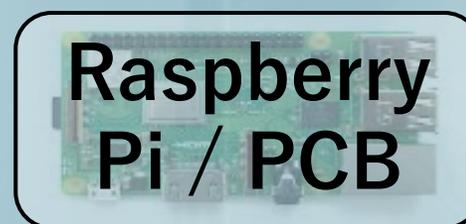


**7 International Awards and Accolades** (Proven accuracy of **93%** vs **70%**)

# Unique Proposition vs Competitors

- **Only one** in the world using **psychology circumplex model** with **2 Dimensions** subtle expressions analyses
- **Real-time** processing and analysis for **Individual** and **large group** emotional state.
- **Technology** accounts for **ethnicity** and **cultural** differences with **high accuracy** especially in **negative expression**

TRL 9 solutions and ready to deploy platform



**Any Device With Camera Can Be Emotion AI Empowered**

# Use case / Partnership



Engagement

Real-time engagement measurement for students and teachers  
Content creation and events measurement



Marketing  
Measurement

Interactive emotion enabled DOOH marketing  
Measure sentiment in commercial and estates



Survey

Unbiased genuine emotion feedback.  
Market research and focus group emotion analytics



A/B  
Testing

Emotion insight into A/B testing & packaging  
Emotion enabled guest services /butler/concierge



CX/CI

Customer experience of visitors to attractions  
Reaction to exhibitions, performances, events



Testing

Emotion-enabled gaming experience  
Emotion data playtesting

# Use case / Partnership

Measure confusion, boredom and improvement of content.  
Adaptive mood metrics to measure engagement and adjust learning



Infusing IoT and edge devices with EQ  
Humanize devices to be social, empathetic and smarter



Candidate emotion pre-screening analysis  
Objective aptitude training



Real-time emotional and psychological data via telemedicine  
Emotional support health companion



Driver risk reduction and fatigue detection  
Passenger analysis of reaction to in-car ads



Monitor large crowd, security checks, events, entertainment and sport venues.  
Boarder control to monitor people behavioral patterns



**We Are Looking For Partners To Expand Our AI**

**Let's Journey Together . . .**

**Thank You**

**EQ is the New IQ**

**Reach Us : [info@opsis.sg](mailto:info@opsis.sg)**