



PERFECT MEMORY
We Build Knowledge

PERFECT MEMORY'S DAM-AS-A-BRAIN

The new generation of Digital Asset Management to collect, interpret and make any data and content actionable for the business.



Steny Solitude

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A new business pain and new business paradigm

MISSING LINK OF DATA REFINEMENT

1. Set the data and content ready and compliant for the network
2. Empower the customers and partners' ecosystem
(Product sheet, recommendation, prescription, marketing messages, ad)
3. Simplify and enrich heterogeneous corporate and UGC data and content publishing and delivery



Networks

FredCavazza.n



A need for a new technical paradigm

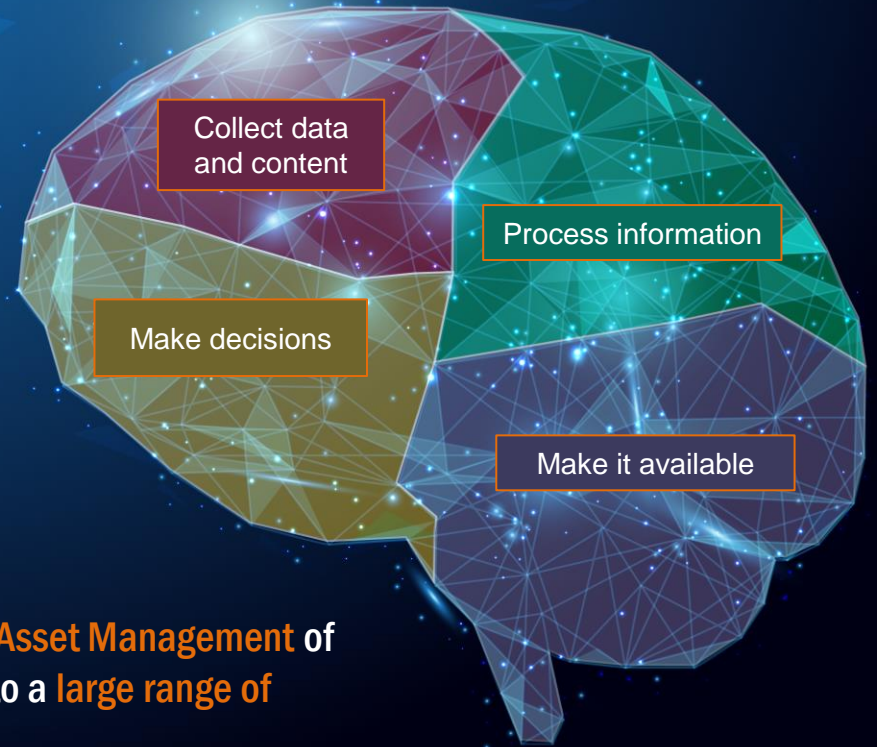


A brain...

“It is an organ that serves as the center of the nervous system, processing, integrating, and coordinating the information it **receives from the sense organs**, and making **decisions** as to the instructions sent to the **rest of the body**“, Wikipedia

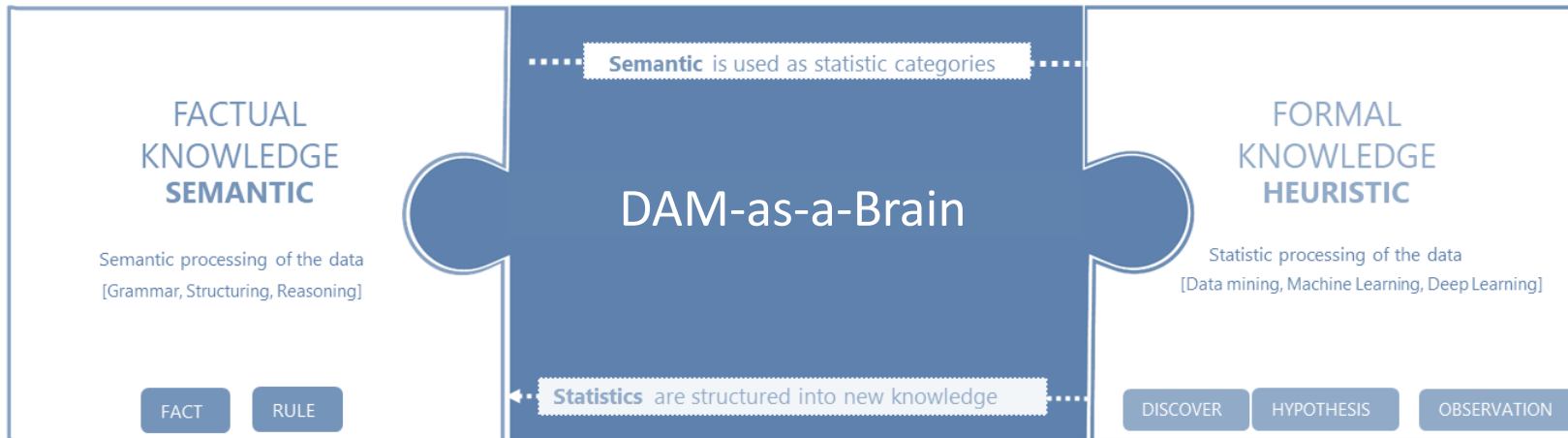
...to improve data refinement...

A **Semantic Micro-Services Platform** to provide with the **Digital Asset Management** of **distributed, heterogeneous and connected** data flow provided to a **large range of users**.



A need for a new technical paradigm

A Semantic Middleware to connect the 2 branches of **Artificial Intelligence**



To provide **Accurate, Meaningful & Actionable Data**



Celtic: a competitive approach

A fail fast process to apply :

It allows to manage the applying investment by framing the project, control the objectives and adjust the consortium.

An opportunity to empower end-users:

Radio France, RTBF, VRT, SGT, Limecraft, Sorbonne-UTC University

A lever to help and disrupt the DAM market:

A \$15bn market that has been impacted by the new connected business usages.



Worth it and ready to apply again !

INTERNATIONAL AWARDS: Perfect Memory was elected Top Ten Start-up at Semtech in San Francisco in 2013; and won two prizes at the IBC 2013, Pépite 2014, CelticPlus Europe Excellence 2015, European Seal of Excellence 2016.

2M€ raised: Perfect Memory has brought Venture Capital company, SOFIMAC Partner, in its capital to perpetuate its development and consolidate its sales team.

3 KEY Business PARTNERS: Perfect Memory joined in September 2014 the Club Excellence of the **BPI** (Public Investment Bank); **Cap Gemini** and **ATOS** are its privileged partners for integration.

TEAM IMPACT: +10 people hired

KEY CUSTOMER REFERENCES: Perfect Memory has several references in the world of Media and Archival Management Software: RTL-TVI Belgium, Radio France, RTBF (French speaking Belgian broadcaster), TV France International (Public Agency for the promotion and the sales of French TV programs worldwide and facilitate international coproduction), and the Wallonia-Brussels Federation.





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