## Submitted by:



Brotman | Winter | Fried





Consumer LAS VEGAS Technology Association<sup>®</sup> JANUARY 08 - 11,2019



## **Campaign Overview**

## ΟΒЈΕСΤΙΥΕЅ

Volta planned to introduce its Mookie, a one-of-a-kind AI-powered pet feeder, at CES 2019.

Volta engaged the services of Brotman | Winter | Fried Communications (BWF) to help them tell their story to the 250,000 attendees and 7,500 journalists who traveled to Vegas to see what was new and innovative across the rapidly expanding worlds of consumer technology.

In response, BWF created the following campaign.

## TACTICS

BWF created and deployed of a multi-phase public information campaign consisting of:

- Creation of company-specific media list
- News release creation and distribution
- Submission of CES-focused company, client and product information including the creation of 100-word write-ups, blog submissions, email outreach pitches, engagement with CES publicity teams, directory listing updates and enhancements, CESTV pitch forms and more.
- Facilitation of Volta's participation in CES Unveiled
- Research into awards, online media kit strategy development and product showcase opportunities
- Concerted email and telephone story pitches
- Creation and production of postcards
- Onsite distribution of postcards through press centers, media events
- Onsite support at CES Unveiled
- Implementation and management of onsite interviews

## RESULTS

More than 60 stories appeared in local, regional, national and international media heralding Volta's efforts, involvement and participation at CES 2019.

## **100-Word Write-Up**



Consumer LAS VEGAS Technology Association<sup>®</sup> JANUARY 08 - 11,2019 **VOLTA (LVCC South Hall #27024)** – A global cognitive skills provider for smart home appliances, mobile robotics, and industrial applications, Volta<sup>®</sup> (www.volta.ai) will present for the first time some of its AI powered devices and services at CES 2019. One of these is Mookkie<sup>®</sup>, a one of a kind AI-powered pet feeder. This specialized bowl visually recognizes the associated pet and opens a flap for feeding. Similar to smartphone face recognition, the camera on each Mookkie features an authentication system that face unlocks the bowl. Mookkie distinguishes the pet preventing "food thieves" such as other pets, birds, wild animals, even babies from stealing your pet's meal keeping it safe and fresh.



## **News Releases**



Consumer LAS VEGAS Technology Association<sup>®</sup> JANUARY 08 - 11,2019



## Italian Cognitive Skills Provider Volta Provides the Necessary Power for AI Powered Devices

## *Volta Provides the Skill Power for Smart Home Appliances, Mobile Robotics, and Industrial Applications*

**Milan, Italy, December 27, 2018 -** Italian company Volta, a global cognitive skills leader in design and delivery for such AI-enabled products as smart home appliances, robotics and industrial applications, will showcase their full line of product and service offerings this year at CES.

With Artificial Intelligence at its core, Volta researches, designs, and develops visual navigation architectures for outdoor, off-road and natural environments, as well as, visual computing technologies and sensor fusion for mobile robotics and smart appliances. With fast prototyping services, Volta has the necessary capabilities to provide cognitive skills for a range of different AI-powered devices.

"At Volta, we consider AI to be the new electricity," says Volta CEO Silvio Revelli. "We firmly believe that every product or service will eventually contain an AI aspect, which is why we provide our customers with the necessary capabilities for a variety of AI-powered devices."

With funding from such major organizations as Intel and the National Aeronautics and Space Administration (NASA), Volta provides a collection of robots: modular, general, purpose and robust for universities, research centers, and R&D divisions. Their services offer a base from which to test such AI applications as visual navigation and deep learning architectures.

To support its robotics capabilities, Volta also provides visual computing skills with its Volta Base 1<sup>TM</sup>, an advanced hardware-software stack that brings real-time computer vision, remote supervision and cloud intelligence provides all its autonomous robots.

"With 4G Telemetry, AI and Vision, and Cloud Stations, our customers have the architecture required to improve its AI services for a variety of robotics," says Revelli. "We also make sure that we give our customers a simple cognitive machine management tool, CloudSynapse<sup>TM</sup>, to help improve the experience collection strategy for our different services."

Winner of a 2019 CES Innovation Award for its AI-powered pet feeder Mookkie, Volta will exhibit this product and other AI powered devices and services from Booth #27024 in the South Hall of the Las Vegas Convention Center.

For additional information, please visit <u>www.volta.ai</u>.

###

To schedule an interview or CES booth visit, please contact Carly Stonehouse at 703-207-0958 or <u>cstonehouse@aboutbwf.com</u> or Kerry Lynn Bohen at 703-533-4823 or <u>kbohen@aboutbwf.com</u>.

# VOLTA

## AI Firm Volta set to Unveil AI-Powered Pet Bowl at CES 2019

## Mookkie Pet Feeder Deploys Facial Recognition to Service Only the Right Pet

**Milan, Italy, January 2 -** AI firm Volta\*, a leader in the design of AI-centric home appliances and industrial applications, today announced plans to introduce their new AI-powered smart bowl pet feeder, created to service the specific needs of individual pets, while eliminating annoying interference from food thieves such as other pets, birds, wild animals – and even babies! The official unveiling will take place January 8-11, 2019 at CES in Las Vegas. An early disclosure will be available to selected media at CES Unveiled Las Vegas on Sunday, January 6 from 5:00 until 8:30 p.m. at the Shorelines Exhibit Hall in the Mandalay Bay.

With AI at its core, the Mookkie pet bowl is designed with two users in mind - the pet and the owner. Fully artistinal and personalized, the Mookkie pet bowl deploys a fisheye camera that processes images through a dedicated deep neural network architecture. The neural architecture recognizes the presence of the designated pet and activates a panel that opens to feed exclusively the appropriate identified animal while also, keeping the food fresh and safe.

The stylish shape of the bowl - an ergonomic Italian design - is extremely energy efficient, removable, easy to grasp and self-centering during repositioning thanks to a magnetic system. Mookkie, on request, provides notifications and even short video clips to send to the owner through the dedicated smartphone app. Furthermore, with the vocal assistant's interface, the owner can vocally control the bowl, ask info about the served meals and automatically order food when it is running out.

"Mookkie is the living demonstration that we can place AI in almost every product, evolving its use experience through AI," says Revelli. "We're intensively working to industrialize the product and have it available to the mass-market by the end of 2019 on <u>www.mookkie.com</u>." The target price for a mass-market version of Mookkie will be \$189.

Volta will exhibit from Booth #27024 in the South Hall of the Las Vegas Convention Center.

For additional information, please visit <u>www.volta.ai</u>.

## ###

To schedule an interview or CES booth visit, please contact Carly Stonehouse at 703-207-0958 or <u>cstonehouse@aboutbwf.com</u> or Kerry Lynn Bohen at 703-533-4823 or <u>kbohen@aboutbwf.com</u>.

## **Post Card Artwork**







Silvio Revelli CEO of Volta + 39 346 475 0592 silvio@volta.ai

Onsite CES Media Contacts: Carly Stonehouse 301-915-6497 cstonehouse@aboutbwf.com

> Kerry Lynn Bohen 202-468-8300 kbohen@aboutbwf.com



At CES Unveiled Sun., January 6 | 5:30 - 8:00 p.m. Mandalay Bay

> On the Show Floor: LVCC, South Hall 2 Booth # 27024

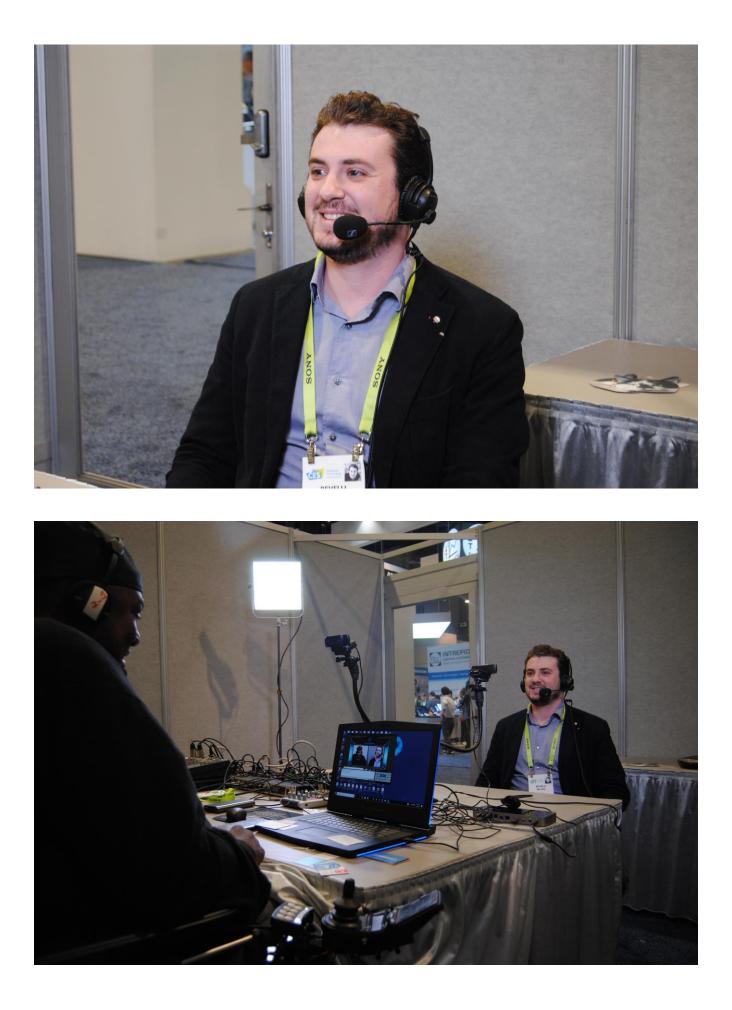
## Photos

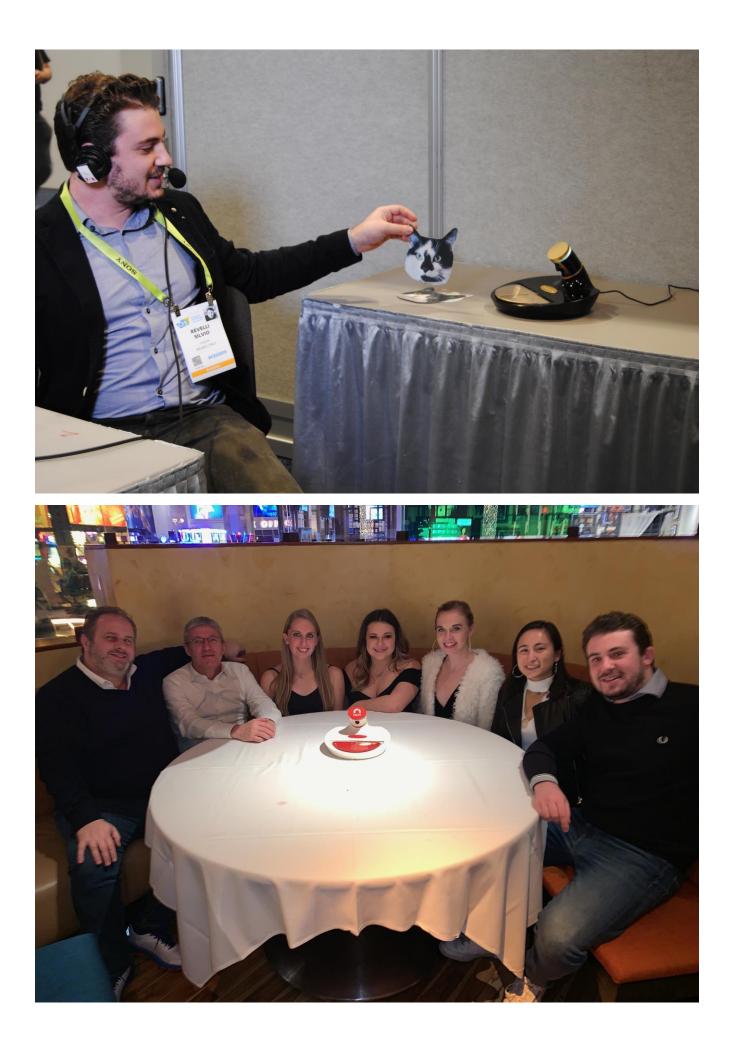


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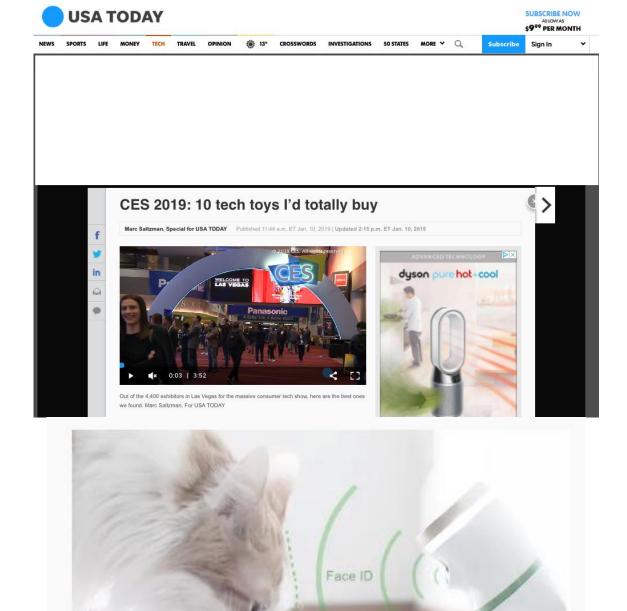




## **Selected Media Clips**



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The first Al-powered pet food bowl is here, which can recognize which pet is eating, and can dispense the correct food. (Photo: Pet Electronics Company)

## Mookkie

Talk about a clever use of artificial intelligence: Italian tech company Volta has a product called Mookkie, a pet feeder with a camera that recognizes each pet's face and then dispenses the appropriate food to the correct pet. As you can imagine, this could be particularly handy for those (many) households with more than one pet, including dogs and cats, or those animals with specific dietary needs. Scheduled for a September launch for about \$189, Mookkie will also send alerts to a pet owner's phone when the bowl needs refilling.

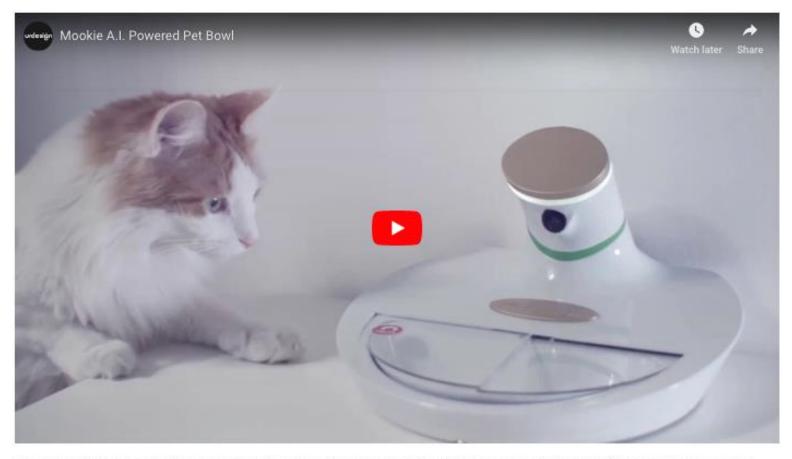


Ad closed by Google

PRODUCT DESIGN TECHNOLOGY AUTOMOTIVE ARCHITECTURE DEALS RANDOM SUBMIT + NEWSLETTER

## FACEID... NOW FOR PETS TOO.

BY SARANG SHETH / 01/21/2019

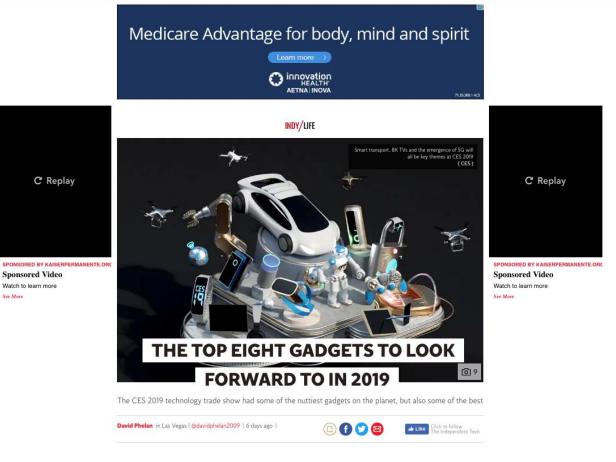


Imagine this. You've got more than one pet. Probably a family of cats or dogs or both. You keep separate feeding bowls for each, but when you're not around, there's that one dastardly pet that dominates all those bowls. One pet that bullies the others and eats their food. That's a problem, right? It's not the most glamorous problem for technology and artificial intelligence to solve, but it's a problem nevertheless.

Showcased at CES 2019 (and also a winner of the CES Innovation Award), Mookkie's AI Pet Bowl takes up this unusually perplexing problem. What's their solution? Facial recognition. The same technology that can lock and unlock smartphones now locks and unlocks the feeding bowl. A wide-angle lens captures the entire bowl as well as the animal approaching it. Artificial intelligence scans the face of the pet and determines whether it's eaten or not. If it already has, the bowl promptly closes shut, much to the chagrin of your greedy pet... but if it's said pet's feeding time, the bowl opens up and lets them eat their meal. Multiple bowls work together to feed your pets, allowing only the ones who haven't eaten to access their food, and it also allows you to see whether your pet's eating well (if you're the inquisitive kind). The AI behind Mookie works well enough to tell two pets apart even if they're the same breed or a part of the same litter. Different bowls also allow you to segregate meals for your pets, given that different pets have different diets... plus the opening and closing lid makes sure that the food doesn't gather dust or attract flies when your pet isn't eating anymore. The Mookkie AI Pet Bowl also comes with Google Assistant support, allowing you to talk to your smartphone and give the bowl commands. Yep, we truly live in interesting times.

Designer: Mookkie





## Volta Mookie

A pet feeder is straightforward enough, but what if it had facial recognition? So Fido doesn't eat Tibbles' food, for instance.



This is also useful if you have two dogs, say, with different dietary needs.

The Volta Mookkie recognizes your pets face with its in-built camera (Volta)

Or, if you leave the Mookkie in the garden, you can be sure that a stray cat won't sneak in and eat it.

There are two food bowls with separately opening lids. It's on sale in the autumn for around £160.

Q



## This Pet Feeder Uses Facial Recognition So the Right Pet Gets the Treats

BY STEPHANIE VALERA 01.07.2019 :: 10:10AM EST

f ¥ in 🖻 🥶 F 585 SHARES



Mookkie, a smart pet feeder which recognizes individual animals, is displayed at CES 2019 at the Mandalay Bay Convention Center on January 6, 2019 in Las Vegas, Nevada. (Photo Credit: Robyn Beck/AFP/Getty Images)

## STRY ON TARGET

2019 Tech Trends Worth Getting Hyped About

## You Can Finally Buy A Terabyte SD Card Thanks to Lexar

If you have more than one pet, then

you know how chaotic feeding time can be. Italian company Volta is hoping to make the process just a little bit easier with its AI-driven pet feeder, Mookkie, which visually recognizes each individual cat or dog

and places their prepared food at each pet's disposal.

The Mookkie, winner of the Innovation Award in the Smart Home category at CES 2019, features a wide-angle camera that deploys logic similar to the "faceunlock" feature of smartphones. Mookkie records images of the animal for which the food is intended, then deploys operations necessary for visual recognition, allowing the product to visually identify the presence of the pet and activate a door opening to allow access to food.



According to the company, one advantage of the smart feeder focuses on safety, ensuring access to food for the right pet. But the Mookkie also guarantees freshness and food conservation.

"The bowl can be connected to a dedicated smartphone application to record pet usage and monitor the amount of food present, while also alerting the owner to the need to resupply," said Silvio Revelli, CEO of Volta.

The food storage bowl features a magnetic interface, making it easy to remove and allowing it to efficiently reposition itself. The bowl's shape is also reachable from every point and thus accessible by every type of animal. A dedicated smartphone app provides notifications and short video clips, and has an interface that allows for a two-way flow of information.

Volta is collaborating with the Pet Electronics Company of New York to launch Mookkie in September at an initial price of \$189. It will be available for purchase on www.mookkie.com.



Tech,Zone With Paul Amadeus Lane - Ep. #105 Live From #CES2019 Mooki

## **Coverage Links**



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## BusinessWire Stats for Release 1



Consumer LAS VEGAS Technology Association JANUARY 08 - 11,2019

## At a Glance

## December 26, 2018 at 10am - January 2, 2019 at 10am

This report analyzes 155 social mentions including the keywords Volta® CES, Volta CES, #Volta CES, Volta's CES, Volta® CES, Volta® #CES, Volta® #CES2019, Volta #CES2019, Volta #CES2019, Volta #CES2019, Volta #CES2019, Volta® #CES19, Volta #CES19, Vo

The peak of conversation happened on January 1st at 11am

The most influential profile during the selected time period was @FN\_News\_en, who has 2,978 followers. However, @FN\_News\_en's mentions were not re-shared.

## Volume:



There were 155 mentions between December 26th at 10am and January 2nd at 10am.

The peak of conversation(43 mentions) occurred on January 1st at 11am..

## Sentiment:



74% Positive Peak: 38 mentions on January 1st at 11am.

< 1% Negative Peak: 1 mentions on December 29th at 7pm.

Conversations:

84 mentions shared "bowl"

72 mentions shared "product"

70 mentions shared "animal"

7.2%

6.2%

6.0%

#### Influencers:



The Top 10 Influencers are interested in news.

### Viral Coefficient:



Original mentions had a potential of reaching 30,742 people between December 26th and January 2nd.

In the same timeframe, those mentions spread to 0 additional people via Re-Tweets and Shares.

Viral Coefficient

Mentions during this time period were not very viral.

## Location:



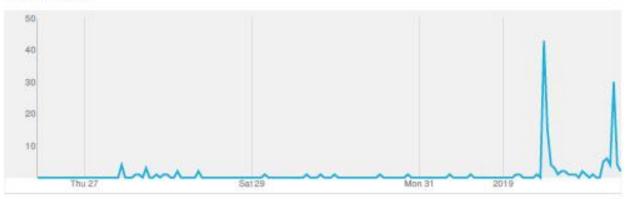
The highest number of mentions originated from Massachusetts, Indiana and Florida.

Indiana, Massachusetts and Florida had the most mentions per capita.

## Volume

Between December 26th at 10am and January 2nd at 10am there were 155 mentions. 143 of these were original mentions reaching a potential audience of 30,742. Of these 155, 0 were reshared.

## Mentions Timeline



## 155

## **Total Mentions**

On Tuesday the 1st of January at 11am, there was a spike of 43 mentions.

## **Content Source Breakdown**

Automattic 53.55% (83 mentions)

Blogs, News, RSS 28.39% (44 mentions)

Twitter 8.39% (13 mentions)

Tumblr 7.74% (12 mentions)

YouTube

1.29% (2 mentions)

## 30,742

Reach

Original mentions had a potential of reaching 30,742 people between December 26th and January 2nd.

0

## Spread

In the same timeframe, those mentions spread to 0 additional people via Re-Tweets and Shares.

## Most Reach

SacedBaygl, who posted on December 27th at 10:45am, has the most followers (12,336).

Italian Al Firm Volta® Rethinks Products and Services Making Them Al-centric -Press Release - Digital Journal https:/t.co/L3Dmz6zmCA

Saeed Valadbaygi Influence: 59 Followers: 12,336

#Data, #FinTech, #Crypto, #RegTech, #AI, #IoT, #VR, #CyberSecurity, #Biodichain, #SDGs, #Risk, #OpenData, #Analytics, #Cognitive, #Automation, #Iran, #CdnPoil

### Most Spread

Most Popular

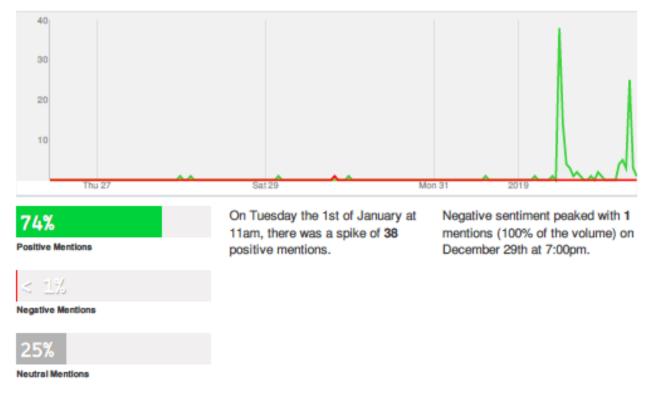
Social Data by NUL/1

## Sentiment

December 26, 2018 at 10am - January 2, 2019 at 10am

Of 155 mentions analyzed between December 26th at 10am and January 2nd at 10am, approximately 115 mentions (74%) were positive, and 1 mentions (< 1%) were negative. 39 mentions (25%) were classified as neutral, or not very emotional in either direction.

### Sentiment Timeline



The biggest sentiment gap occurred on January 1st at 11:00am when the positive sentiment reached 88% (38 mentions), and the negative was < 1% (0 mentions).

## Influencers

December 26, 2018 at 10am - January 2, 2019 at 10am

The top Influencer, FinanzNachrichten.de with 2,978 followers and an influencer Score of 61, posted once between December 26th at 10am and January 2nd at 10am. The most active author, rubyrinoa posted 11 times during the same period.

lame	Bio	Followers	Scont
PinanzNachrichten	de Top-rated financial news on http://www.FinanzNachrichten.de.	2,978	61
December 27th at 10:52	tam Italian Al Firm Volta Rethinks Products and Services Making Them Al-centric https://t.co.kpBHJE5E76		
Saeed Valadbaygi @SaeedBaygi	#Data, #FinTech, #Crypto, #RegTech, #AL #IoT, #VR, #CyberSecurity, #Blockchain, #SDGs, #Risk, #OpenData, #Analytics, #Cognitive, #Automation, #	12,336	59
December 27th at 6.01	pm Italian Al Firm Volta® Rethinks Products and Services Making Them Al-centric - Odessa American https://t.co/PPB2kcprgE		
CIO Business News	#CKOTopNews #DataScience #DigitalTrends #DigitalLeadership #IoT #EnterpriseSecurity #ArtificialIntelEgence #QuantumComputing #DataCenter	635	53
January 2nd at 4:45	am Italian Al Firm Volta Rethinks Products and Services Making Them Al-Centric - AlThority: https://t.co/2Mt761eLdg - #FutureBusiness,Al - January 2, 2019 at		
Business News @321_Business	All the latest business news and entrepreneur tips - https://business.3due.uno	1,754	53
December 27th at 5:35	m Italian Al Firm Volta® Rethinks Products and Services Making Them Al-centric - Business Wire #IndustrialDesign #news https://t.co/KUmilg7D3j		
Area Information	You Write the News. Share your voice with neighbors and triends through http://krea-info.net.	212	50
December 27th at 5:30	pm Italian Al Firm Volta® Rethinks Products and Services Making Them Al-centric. https://tco/ttsoRecF1		
Lee Everton	Love sharing about the places I've visited and what is coming up in Strictly Rocky Mountain online magazine.	770	50
December 27th at 5:30	pm Italian Al Firm Volta® Rethinks Products and Services Making Them Al-centric https://t.co/ZWYkh7vUPJ		
Rob Steele @RobSteele	Author, Gamer, Nerd Global Technology Office @DellEMC for Cloud and Virtualization. #IoT #AI#Cloud	10,329	48
January 2nd at 8:11	am Italian Al Firm Volta® Rethinks Products and Services Making Them Al-centric https://tco/eY7OGYSnVt		
Stocks News Feed	News, Press Release and Information that affect Stocks and Tracing	51	45
December 27th at 10.42	Italian Al Firm Volta® Rethinks Products and Services Making Them Al-		

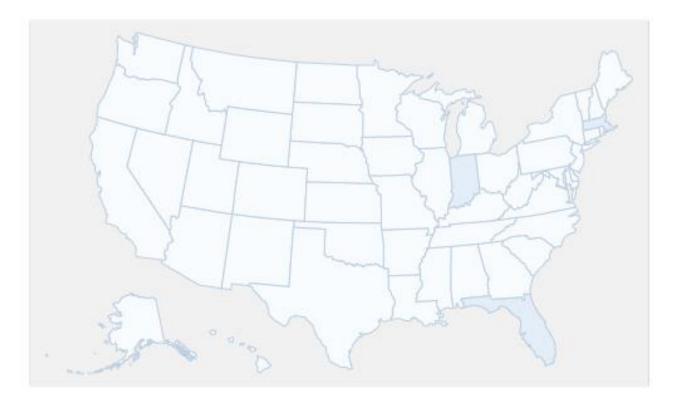
Social Data by NUL/1

December 26, 2018 at 10am - January 2, 2019 at 10am

## Location

December 26, 2018 at 10am - January 2, 2019 at 10am

32 mentions were analyzed between December 26th at 10am and January 2nd at 10am which were either geotagged at a specific location or were associated with a particular location based on the person's bio. Most of the conversation (3%) originated from Massachusetts.



Total Volume by State	Volume per Capita	Languages	
Messachusetts (1 mentions), Indiana (1 mentions) and Florida (1 mentions) posted the	Messechusetts (1 mentions), Indiana (1 mentions) and Florida (1 mentions) had the	English	95.48%
highest number of mentions in this time period.	highest number of people per capita posting during this time period.	Unknown	4.52%
Sample Mention from Massachusetts:	Sample Mention from Florida		
Italian Al Firm Volta® Rethinks Products and Services Making Them Al-centric - Business Wire #IndustrialDesign #news https://t.co.KUmsg7D3j	talian Al Firm Volta® Rethinks Products and Services Making Them Al- centric, https://t.co/VwknEcLZ48		
Businese News Influence: 53 Followers: 1,754	Stocks News Feed Influence: 45 Followers: 51 News, Press Release and Information that affect		

News, Press Release and Information that affect Stocks and Trading

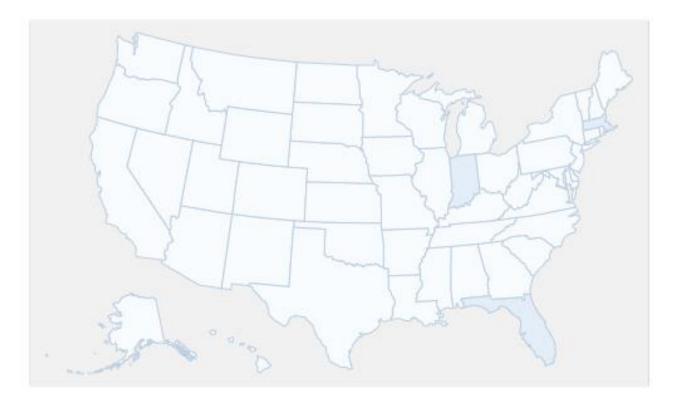
At the latest business news and entrepreneur

tips - https://business.3due.uno

## Location

December 26, 2018 at 10am - January 2, 2019 at 10am

32 mentions were analyzed between December 26th at 10am and January 2nd at 10am which were either geotagged at a specific location or were associated with a particular location based on the person's bio. Most of the conversation (3%) originated from Massachusetts.



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Sample Mention from Massachusetts:	Sample Mention from Florida		
Italian Al Firm Volta® Rethinks Products and Services Making Them Al-centric - Business Wire #IndustrialDesign #news https://t.co.KUmsg7D3j	talian Al Firm Volta® Rethinks Products and Services Making Them Al- centric, https://t.co/VwknEcLZ48		
Businese News Influence: 53 Followers: 1,754	Stocks News Feed Influence: 45 Followers: 51 News, Press Release and Information that affect		

News, Press Release and Information that affect Stocks and Trading

At the latest business news and entrepreneur

tips - https://business.3due.uno

## Conversations

There were 1,164 mentions across 113 major categories from December 26th at 10am and January 2nd at 10am of which 63 were unique mentions.

## Word Burst





#### **Trending Hashtags**

ALC: NO	
Hashtag	Occurrences
Prints	-4
#27024	3
#tech	3
#luturebusitiess	2
#clotopnews	2
#news	2
#trends	2
\$new	2
#deals	2

### Trending Keywords

Keyword	Occurrences
turing	45
nvicla	45
lated	45
success	.44
processors	.44
nanometer	.4
market	-44
mainstream	44
Ine	44

## Trending URLs

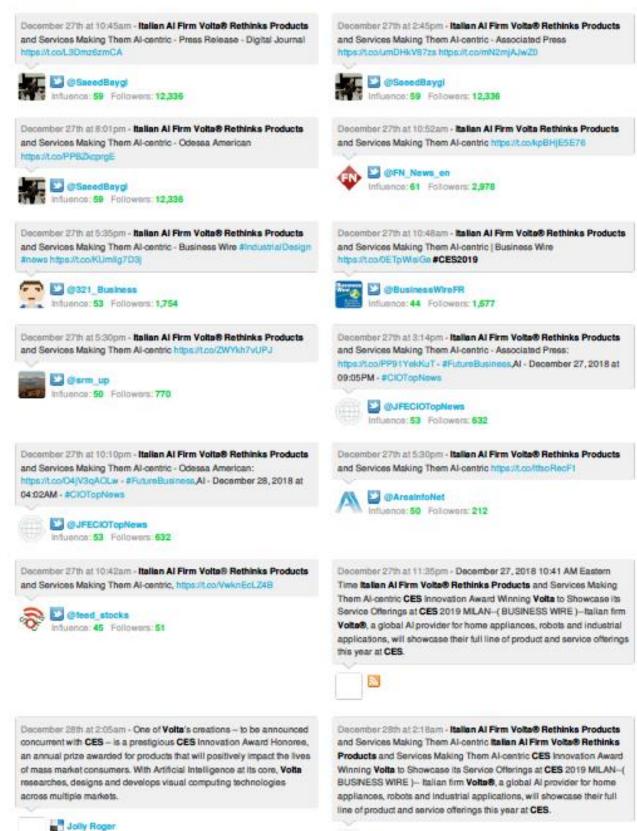
URL	Occurrences
https://www.techradar.com/news/cea	44
https://www.techradar.com/reviews/h	27
https://www.techradat.com/teviews/h	- 27
https://www.lechnader.com/reviews.fr	27
https://www.techradiat.com/news/hv/s	L 27.
https://www.techradar.com/news/nvts	L 27
https://www.techradar.com/news/w/e	1. 27
https://www.volta.al/	25
https://www.mookkie.com/	25

Social Data by NUVI

December 26, 2018 at 10am - January 2, 2019 at 10am

## Mentions

December 26, 2018 at 10am - January 2, 2019 at 10am







NewsTrak Report 01/18/2019 11:10 AM Eastern Time (U.S. and Canada)

## Dashboard

	s Products and Services Making	Them AI-	12/27/2018 10:41 AM EST
	3,112 TOTAL VIEWS	1 Shares	103 LINK CLICKS
usiness Wire NewsTrak Report 01/18/2019	11:10 AM Eastern Time (U.S. and Canada)		Page 8
/isibility			
talian AI Firm Volta® Rethinks centric 🍳	s Products and Services Making	Them AI-	12/27/2018 10:41 AM EST
			3,112
UBSCRIBER EMAILS	11:10 AM Eastern Time (U.S. and Canada)		Page 27
UBSCRIBER EMAILS			
	EN (English version)	12,533	Page 27 Total
Source	EN (English version)	12,533 1,717	



## BusinessWire Stats for Release 2



Consumer LAS VEGAS Technology Association<sup>®</sup> JANUARY 08 - 11,2019

## At a Glance

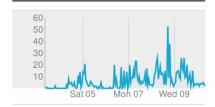
This report analyzes 1,078 social mentions including the keywords Volta® ces, Mookkie® ces, Volta® #ces, Mookkie® #ces, Volta @ces, #Volta @ces, Volta® @ces, Mookkie® @ces, Mookkie@ces, #Mookkie@ces, Volta consumer electronics show, #Volta consumer electronics show, Volta® consumer electronics show, Mookkie® consumer electronics show, Mookkie consumer electronics show, Volta innovation award, #Volta innovation award, #Volta innovation award, #Volta® innovation award, Mookkie® innovation award, Mookkie® innovation award and Italian Firm Volta Wins Innovation between January 3rd at 9am (Eastern Standard Time) and January 10th at 9am (Eastern Standard Time).

The peak of conversation happened on January 8th at 5pm

The most influential profile during the selected time period was @AFP, who has 1,536,169 followers. @AFP's mentions were shared 10 times.

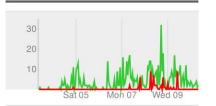
Sentiment:

## Volume:



There were **1,078** mentions between January 3rd at 9am and January 10th at 9am.

The peak of conversation(53 mentions) occurred on January 8th at 5pm.



61% Positive Peak: 32 mentions on January 8th at 5pm.

5% Negative Peak: 9 mentions on January 8th at 6am.

## Influencers:



The Top 10 Influencers are interested in news.

## Location:



The highest number of mentions originated from **California**, **West Virginia** and **New York**.

South Dakota, West Virginia and New Hampshire had the most mentions per capita.

## Conversations:

5.2% 103 mentions shared "tech"

4.2% 83 mentions shared "gadget"

4.1% 80 mentions shared "technology"

## Viral Coefficient:



Original mentions had a potential of reaching **1,623,066** people between January 3rd and January 10th.

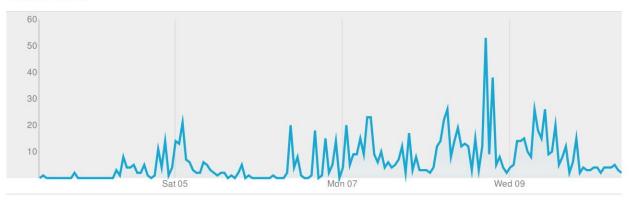
In the same timeframe, those mentions spread to **40,432** additional people via Re-Tweets and Shares.

Viral Coefficient Mentions during this time period were not very viral.

## Volume

Between January 3rd at 9am and January 10th at 9am there were **1,078** mentions. **1,053** of these were original mentions reaching a potential audience of **1,623,066**. In addition, 25 unique profiles made a total of **25** reshares spreading the mentions to an additional **40,432** people.

#### Mentions Timeline



## 1,078 Total Mentions

On Tuesday the 8th of January at 5pm, there was a spike of 53 mentions.

## Content Source Breakdown

Blogs, News, RSS 65.21% (703 mentions)

Automattic 28.2% (304 mentions)

Twitter 6.22% (67 mentions)

Tumblr 0.19% (2 mentions)

YouTube 0.19% (2 mentions)

## 1,623,066

## Reach

Original mentions had a potential of reaching **1,623,066** people between January 3rd and January 10th.

## 40,432

#### Spread

In the same timeframe, those mentions spread to **40,432** additional people via Re-Tweets and Shares.

### Most Reach

@AFP, who posted on January 7th at 1:23am, has the most followers (1,536,169).

US love for gadgets forecast to grow despite trust issues https://t.co/NygMnTCjKf Check these out at the 2019 Consumer Electronics Show Lovot companion robots

AFP news agency Influence: 95 Followers: 1,536,169

Top news and features from AFP's reporters around the world. Elsewhere on Twitter: http://u.afp.com/AFPTwitter

#### Most Spread

On January 7th at 1:23am @AFP, who has 1,536,169 followers, posted a mention that spread to 31,896 additional people.

US love for gadgets forecast to grow despite trust issues https://t.co/NygMnTCjKf Check these out at the 2019 Consumer Electronics Show Lovot companion robots



Top news and features from AFP's reporters around the world. Elsewhere on Twitter: http://u.afp.com/AFPTwitter

## Most Popular

The most popular mention appeared on January 8th at 4:39pm, posted by @ValentinalnLA, and as of January 10th at 9:15am, was retweeted 12 times.

Settimana della tecnologia. Qui alcuni vincitori dei premi per l'innovazione @CES. Si, ci sono io (senza premio), che mi guardo ad uno specchio high tech, un wc con IA e

Also on Twitter @USGENeration\_ IG:valmartelli



Social Data by NUVI

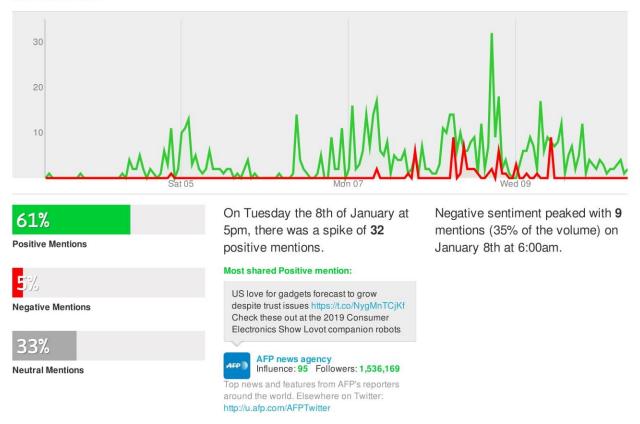
January 3, 2019 at 9am - January 10, 2019 at 9am

## Sentiment

January 3, 2019 at 9am - January 10, 2019 at 9am

Of **1,078** mentions analyzed between January 3rd at 9am and January 10th at 9am, approximately **660** mentions (61%) were positive, and **59** mentions (5%) were negative. 359 mentions (33%) were classified as neutral, or not very emotional in either direction.

## Sentiment Timeline



The biggest sentiment gap occurred on January 8th at 5:00pm when the positive sentiment reached 60% (32 mentions), and the negative was 4% (2 mentions).

## Influencers

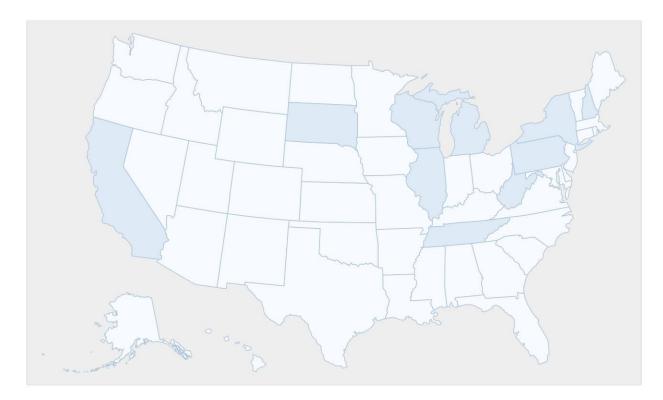
January 3, 2019 at 9am - January 10, 2019 at 9am

The top Influencer, **AFP news agency** with **1,536,169** followers and an influencer Score of **95**, posted once between January 3rd at 9am and January 10th at 9am. The most active author, **retefinita** posted 13 times during the same period.

Name	Bio	Followers	Score
AFP news agency @AFP January 7th at 1:23am	Top news and features from AFP's reporters around the world. Elsewhere on Twitter: http://u.afp.com/AFPTwitter	1,536,169	95
January / In at 1.2.5am	Check these out at the 2019 Consumer Electronics Show Lovot companion		
igiriwM@ @Mwirigi	I Drive Cars and Talk About Them   TIME Person Of The Year, 2006   Also Available as an Audiobook   I ♥ NBI   This Twitter Account Is Based On a True	28,900	69
January 7th at 1:26am	US love for gadgets forecast to grow despite trust issues https://t.co/NygMnTCjKf Check these out at the 2019 Consumer Electronics Show Lovot companion		
Zazoom Info @zazoomnews	Zazoom Info rimani aggiornato e segui le ultime news dalle migliori fonti del web!	636	60
January 4th at 7:42am	CES 2019 l'italiana Volta vince l'Innovation Award con la ciotola intelligente che riconosce l'animale domestico - #l'italiana #Volta #vince https://t.co/0jrqs9E1rc		
Pyramid Cafè @thepyramidcafe	Gruppo nato nei MONDI VIRTUALI che favorisce la SOCIALIZZAZIONE le COLLABORAZIONI e la trasmissione della CONOSCENZA	11,683	60
January 5th at 3:03am	Volta si aggiudica l'Innovation Award al CES 2019 https://t.co/KtS97Tselu		
Globalist.it @globalistlT	#Globalist il Quarto Stato dell'informazione, la prima syndication di siti e di giornalisti indipendenti	10,665	56
January 7th at 5:04am	https://t.co/qBu9NuKzcu Viene presentata a Las Vegas la prima ciotola intelligente con riconoscimento visivo dell'animale. La creazione, dell'azienda		
Kévin AUDIGIER @kevinaudigier	#natation #courseapied; actualités dans le monde #banque #finance #assurance #i4Emploi #i4emploiR et passionné de #beautifulcars.	892	55
January 7th at 1:25am	US love for gadgets forecast to grow despite trust issues https://t.co/NygMnTCjKf Check these out at the 2019 Consumer Electronics Show Lovot companion		
Adam Christian @Breaking144	This is our live feed news that is happening now so click the link below as both Twitter and Facebook will not allow automated news	99	55
January 7th at 3:00am	US love for gadgets forecast to grow despite trust issueshttps://t.co/NygMnTCjKf Check these out at the 2019 Consumer Electronics Show Lovot companion		
Andrea Pietrarota @apietrarota		1,044	55
January 8th at 4:06am	#Pet care. CES 2019, l'italiana Volta vince l'Innovation Award con la ciotola intelligente che riconosce l'animale domestico. #gatti #cani #quattrozampe		

## Location

**699** mentions were analyzed between January 3rd at 9am and January 10th at 9am which were either geotagged at a specific location or were associated with a particular location based on the person's bio. Most of the conversation (0%) originated from **California**.



### Total Volume by State

California (2 mentions), West Virginia (2 mentions) and New York (2 mentions) posted the highest number of mentions in this time period.

#### Sample Mention from California:

Italian Firm Volta Wins Innovation Award With Mookkie, Al-Driven Pet Feeder That Recognizes Your Cat - WLNS https://t.co/nnAkhrlXIK #ergonomics



Bringing you the latest trends and product reviews on home and office ergonomics.

### Volume per Capita

West Virginia (2 mentions), South Dakota (1 mentions) and New Hampshire (1 mentions) had the highest number of people per capita posting during this time period.

#### Sample Mention from New Hampshire

L'azienda varesina #Volta vince #Innovation #Award al @CES 2019 per la ciotola intelligente che riconosce l'animale domestico #Innovazione #startup



financial journalist (MF-Dow Jones) and italian

beer hunter. Tweets on startups, SMEs, innovation and beers! contributor at http://giornaledellabirra.it

#### Languages

63.73%
19.57%
8.81%
2.32%
1.67%

## Location (World)

Most of the conversation, 395 mentions (57%), originated from Italy.



### **Total Volume by Country**

Italy (395 mentions), United States (82 mentions) and Brazil (58 mentions) posted the highest number of mentions.

## Sample Mention from Italy:

CES 2019, l'italiana Volta vince l'Innovation Award con la ciotola intelligente che riconosce l'animale domestico https://t.co/4OR2eeOpL7



#### Tuscia Times Influence: 49 Followers: 669

Quotidiano online di Viterbo e della provincia. Notizie, cultura, sport, meteo, cronaca e tanto altro.

#### Volume per Capita

**Italy** (395 mentions), **Switzerland** (17 mentions) and **Uruguay** (7 mentions) had the highest number of people per capita posting during this time period.

#### Sample Mention from Italy:

Volta vince l'Innovation Award al CES 2019 per la ciotola intelligente che riconosce l'animale domestico https://t.co/UzAyAToOty



VillaggioTecnologico Influence: 17 Followers: 31

Trasmissione Tv dedicata ai temi della tecnologia e dell'innovazione in onda sulle frequenze di Lombardia TV

#### Languages

Italian	63.73%
English	19.57%
Portuguese	8.81%
French	2.32%
Dutch	1.67%

## Conversations

January 3, 2019 at 9am - January 10, 2019 at 9am

There were **1,976** mentions across **329** major categories from January 3rd at 9am and January 10th at 9am of which 163 were unique mentions.

## Word Burst

5.2%	103 mentions shared "tech"
<b>4.2%</b>	83 mentions shared "gadget"
4.1%	80 mentions shared "technology"
2.3%	45 mentions shared "cat"
2.2%	44 mentions shared "handful"
1.8%	35 mentions shared "there"



### **Trending Hashtags**

Hashtag	Occurrences
#italiasoloagevolazioni	96
#adessonews	48
#27024	47
#ces2019	24
#likeabosch	5
#tecnologia	5
#nbatwitter	4
#lasvegas	4
#gatti	3

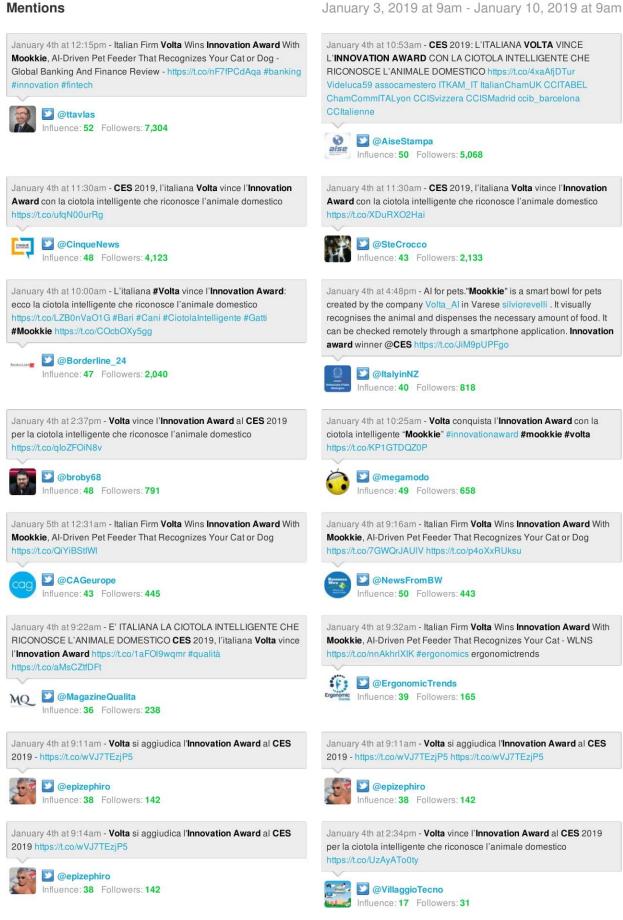
## Trending Keywords

Keyword	Occurrences
di Las Vegas	67
las vegas	61
l'associazione dei consumatori	44
dall'8 all'11 gennaio	39
la prima volta	39
primo giorno del Consumer Electronics	27
passeggeri	27
partecipato alla creazione di una start.	. 27
movimenti della vettura	27

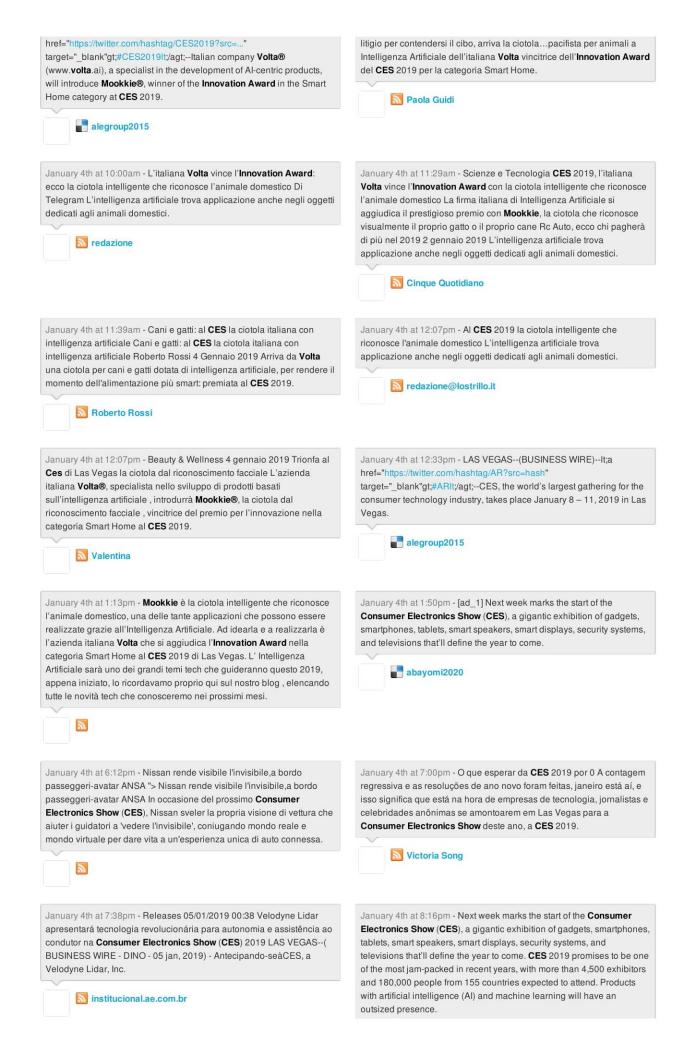
### Trending URLs

URL	Occurrences
https://www.mookkie.com/	61
http://www.volta.ai	40
https://www.wired.it/gadget/motori/20	1 23
https://www.wired.it/gadget/motori/20	1 22
http://giornalelora.it	19
https://www.wired.it	19
http://www.volta.ai/	15
http://motori.netweek.it/	13
http://www.pianetablog.com	12

## Mentions



January 4th at 9:42am - Ora a mettere pace tra cane e gatto spesso in





Business Wire A Betahire Hatheway Company NewsTrak Report 01/18/2019 11:07 AM Eastern Time (U.S. and Canada)

## Dashboard

Italian Firm Volta Wins Innovation Award With Mookkie, AI-Driven Pet Feeder That Recognizes Your Cat or Dog *		01/04/2019 09:09 AM EST	
4,447 TOTAL VIEWS	7 SHARES	364	1,563 MULTIMEDIA VIEWS
Business Wire NewsTrak Report 01/18/2019 11:07 Al	M Eastern Time (U.S. and Canada)		Page 36
Subscriber Feeds			
Italian Firm Volta Wins Innovation Award With Mookkie, AI-Driven Pet Feeder That Recognizes Your Cat or Dog ᡐ		01/04/2019 09:09 AM EST	
		20,551 SUBSCRIBER EMAILS	1,336 FEED VIEWS
Multimedia			
Italian Firm Volta Wins Innovation Award With Mookkie, AI-Driven Pet Feeder That Recognizes Your Cat or Dog 🍫		01/04/2019 09:09 AM EST	
			1,563 MULTIMEDIA VIEWS
Business Wire NewsTrak Report 01/18/2019 11:07 AM	/ Eastern Time (U.S. and Canada)		Page 69
User Engagement			
Italian Firm Volta Wins Innovation Pet Feeder That Recognizes Your		AI-Driven	01/04/2019 09:09 AM EST
		7 SHARES	364



# Thank You



A Sage Communications Company