PEEP
Personalised Event Engagement Portal

PEEP is a Web-based personalised content delivery platform to support event participation and interaction. Features such as in-video searching and text summaries of multilingual content make for a richer experience for event attendees.

Applications

- **Product Launches:** Monitor customer reactions, provide a richer experience for remote attendees, and disseminate product information intelligently.
- **Corporate Training:** Facilitate focused video-based training for time-pressured employees based on their interests/needs.
- **Industry Conferences:** Allow attendees to experience the full event, not just the sessions he/she attended.

To view a short demonstration of this technology, see http://ow.ly/O8RHu

IP Status

This technology is available to license from the ADAPT Centre for Digital Content Technology. Contact our commercial team for more information.

Commercialisation Contact

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Market Opportunity

Event attendees often have to deal with a deluge of information at events (e.g. at conferences, product launches). With parallel sessions and different tracks, attendees can’t attend all sessions and so lose out. Additionally, remote attendees or absentees often miss out on the discussions, reactions and social media comments. Sifting through event materials (presentation slides, hour-long videos, etc.) to find most relevant information is time-consuming and laborious.

What is required is a tool to provide event attendees with event content most relevant to their needs and interests. The PEEP Web-based platform helps to address this need by enabling event attendees to access – quickly and easily – the content most relevant to their needs and interests.

Technological Highlights

PEEP is a Web-based event engagement platform that provides a highly personalised event experience for attendees, whether attending remotely or in person. It enables attendees to navigate the vast array of content (presentation slides, videos, tweets, product spec sheets, conference papers, etc.) on offer. It presents and suggests content relevant to each attendee’s needs and interests.

Using features such as in-video searching, auto-generation of multilingual presentation summaries, and sentiment analysis of presentation feedback, attendees can quickly access the content they want and check out the content that’s trending.

With PEEP, attendees can enjoy a richer and more engaging event experience. Event organisers can gain deeper insights into attendee interests and reactions.