Texel

We are supplying a Personal TV platform that amplifies any content by making it more engaging, thus increasing its value and focus time.

To do so we have developed a Platform-as-a-Service that includes:

- **Pluggable media-** inject content from any source

- **Video mixer-** merge multi videos from any source into one synchronized feed

- **Personal composition-** achieve true scale and serve any device

- **Modular video core-** allows elastic flows and low latency

The result: handing the control of the experience to end users- who can select what they see and who they see it with

Personal TV Platform

- Constructing a unique OTT feed from multiple sources
    - Broadcast, vlogs, social, stats, radio, podcasts, video cams

- Fusing 'co-viewing' into the feed- experiencing content together

- Delivering endless unique feeds to endless viewers

- Syncing content sources timelines into a single timeline

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The Opportunity

OTT eats the TV world ... and becomes mainstream

Overall shift to OTT   Streaming war   Increased Connectivity

A market of more than $30 billion for vendors that power the transition to OTT
"Sports operators worldwide are now spending 15% of their total budgets on
OTT, more than $6.8 billion will be invested in the OTT tech stack in North
America alone"

source: Deltatre report 2019 edition

Personalized
differentiated service
required to keep
Amazon & **Netflix**
from killing every
player in the market

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A New Era

- Video has been an important part of life

- Post-Corona video emerges as a critical part of life, likely to remain so for the foreseeable future

- The entire demographic range has accelerated adoption overtaking years of education

- Everybody seek a way to share experiences...

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Sharing Experiences

We enable viewers

- Create boundless living room for Co-viewing

- Follow multiple storytellers

- Choose own personal story

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Customer Engagement

Commercialization with leading OTT players has commenced

Video Clip: commercial POC showreel

The Challenge: serving infinite eyeballs

Processing
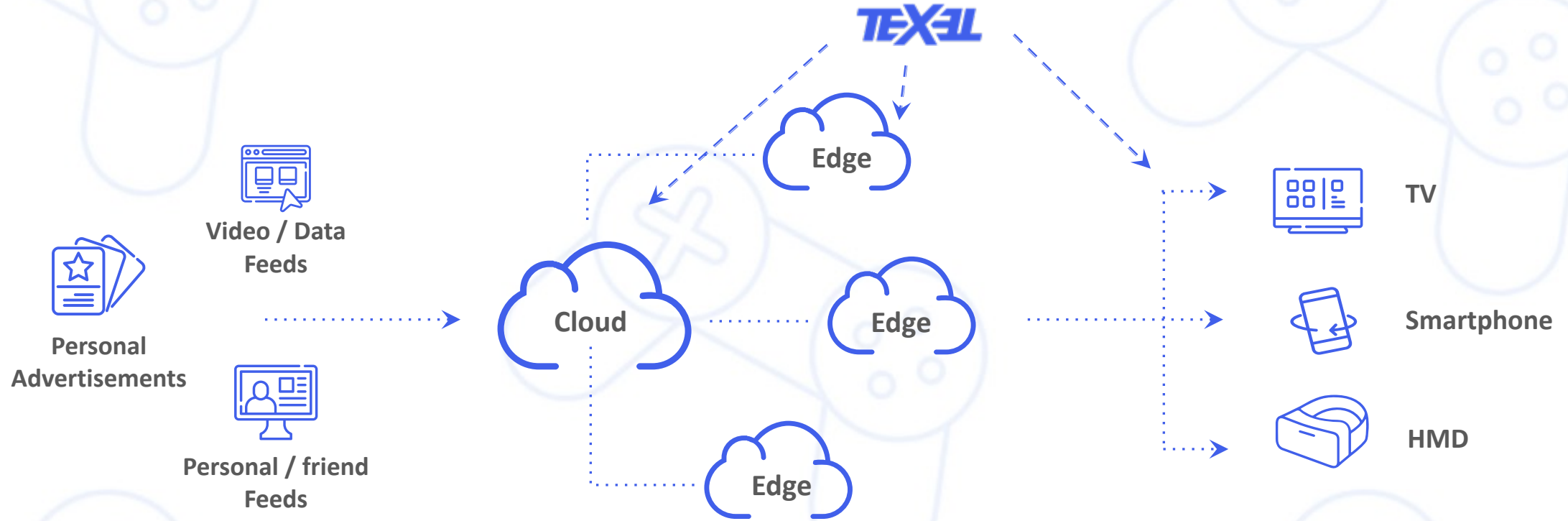
Limited power on end-users' devices (TV & mobile)

Delivery

Multi content channels & multi feeds alignment

Interactivity

High latency, different timelines for different end-users'

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How It Works

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Video / Data Feeds

Personal Advertisements

Personal / friend Feeds

Edge

Cloud

Edge

Edge

TV

Smartphone

HMD

ANALYZE

Analyze **content**, **network and devices**, track **user behavior**.
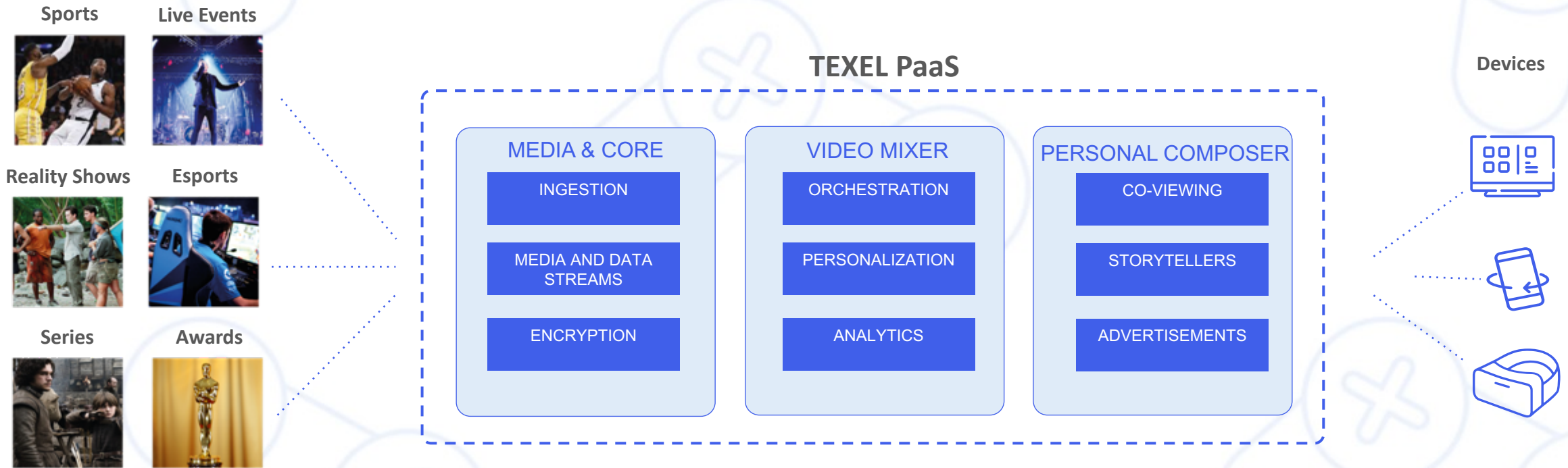
PROCESS

Break up data into small elements and **build personal profile**.

DELIVER

Super audio visual **personalized** experience and **unified delay.**

It's all about scale..

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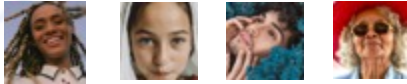
The Texel Platform-as-a-Service

Sports

Live Events

Reality Shows

Esports

Series

Awards

TEXEL PaaS

Devices

MEDIA & CORE
- INGESTION
- MEDIA AND DATA STREAMS
- ENCRYPTION

VIDEO MIXER
- ORCHESTRATION
- PERSONALIZATION
- ANALYTICS

PERSONAL COMPOSER
- CO-VIEWING
- STORYTELLERS
- ADVERTISEMENTS

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Texel PaaS in Action

Multi Feeds

Video Mixer

Co-viewing feed

Broadcast feed   Angle feeds

Storyteller feeds

Social & Stats feeds

Personal Composer

Edge

Edge

Public Cloud / Local
Nodes / 5G Edge

Edge

Edge

Personalized TV

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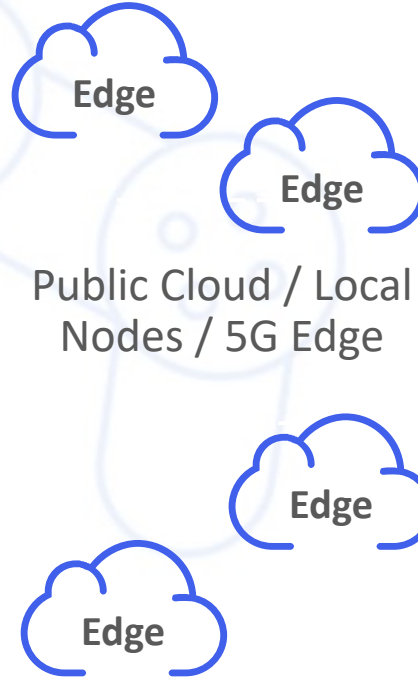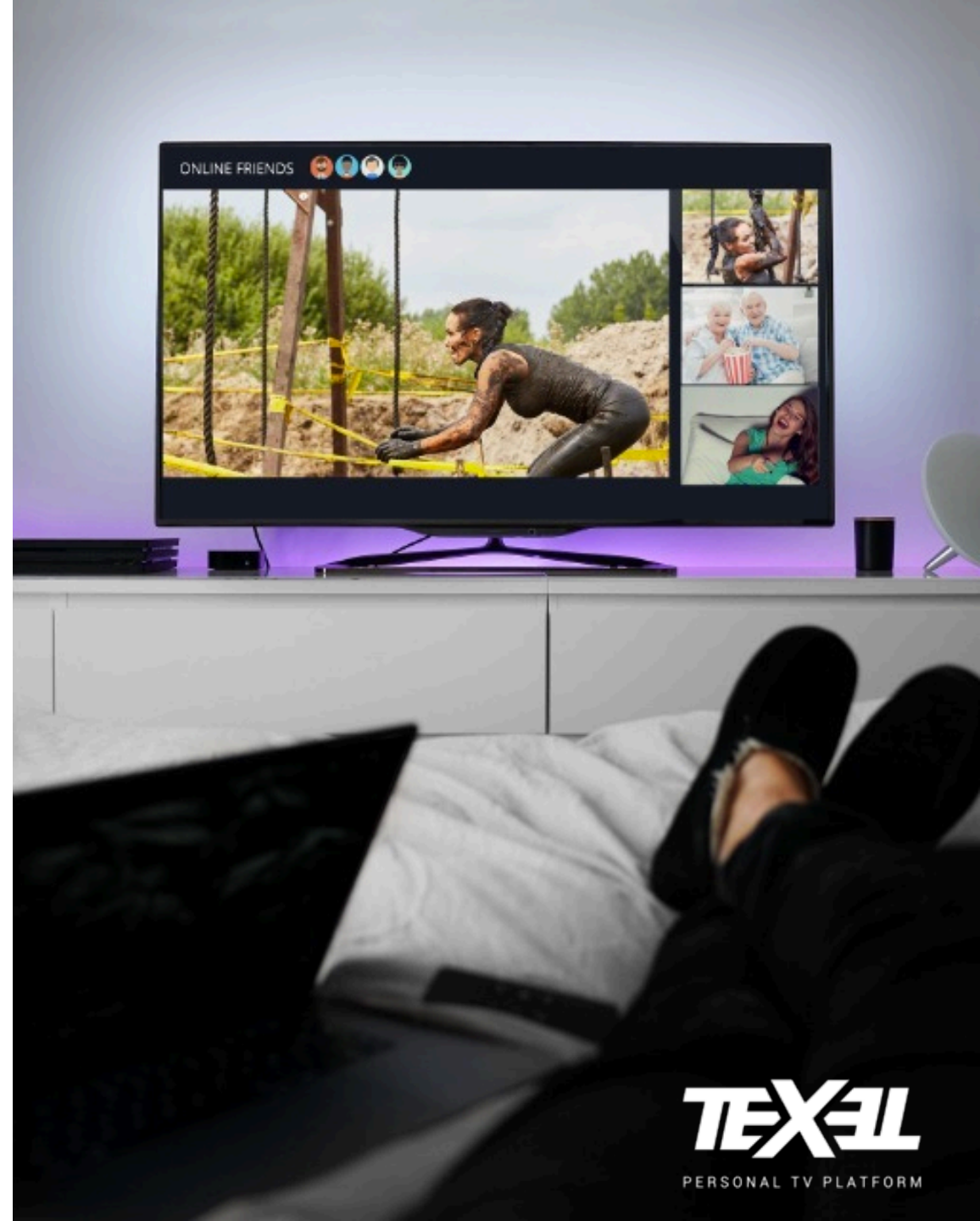
The Roadmap

- Storytellers- tap into vibrant external communities and bring onboard

- Personal ads- deploy targeted inventory as part of personal view

- Frictionless - automatic AI based personal channel generation

Management Team

Texel is led by a strong and experienced management team with proven industry expertise and a successful track record in bringing innovative products to market.

Amir Bassan Eskenazi
Chairman

Amir Segev
Chief Executive Officer

Guy Zisman
Chief Technology Officer

Uri Kareev
VP Product Management

Amir Eilat
VP of Business Development