

# The EmoTion Slide

The background features a series of diagonal brushstrokes in shades of pink, teal, orange, and yellow. Overlaid on these are various white line-art icons: a heart, a hand holding a device, a line graph, a bar chart, a person icon, and a network diagram. A central grey rectangle contains a faint line graph.

The missing data layer between humans and AI.

BY Amnon ADIV EDELMAN

English version



## Emotion Slide — Real-Time Emotional Data Layer

Digital platforms today measure **attention, not experience.**

Streaming, gaming, media and artificial intelligence systems rely on clicks, views and surveys, yet they cannot detect **what users actually feel during interaction.**

This gap limits **engagement, personalization and decision accuracy** across digital ecosystems.

**Emotion Slide introduces a real-time emotional signal layer,** capturing emotional response at the moment it occurs and transforming human experience into structured data.

Built on an existing participatory platform, the system connects **individual perception to collective dynamics and adaptive intelligent systems.**

# Business Relevance

By making emotional response measurable, Emotion Slide enables:

**engagement-based analytics beyond traditional metrics**

**real-time content and experience optimization**

**new monetization models based on participation quality**

**emotional feedback inputs for adaptive AI systems**

The technology positions itself as an infrastructure layer usable across media, platforms and intelligent services. The following document presents the technological development phase of this innovation.

# Introducing Emotion Slide: The Next Phase

This document presents the next development phase of **The 3 Play All**: the implementation of a **technological innovation module dedicated to real-time emotional measurement and analysis** — **Emotion Slide**. The objective is to transform an already operational platform into a system capable of **capturing and structuring emotional experience as usable data**.



# Existing Platform

The 3 Play All is a real-time artistic competition platform in which participants perform while users evaluate them instantly.

The system already enables:

**collective real-time ranking**

**direct interaction between participants and audience**

**engagement-driven value creation**

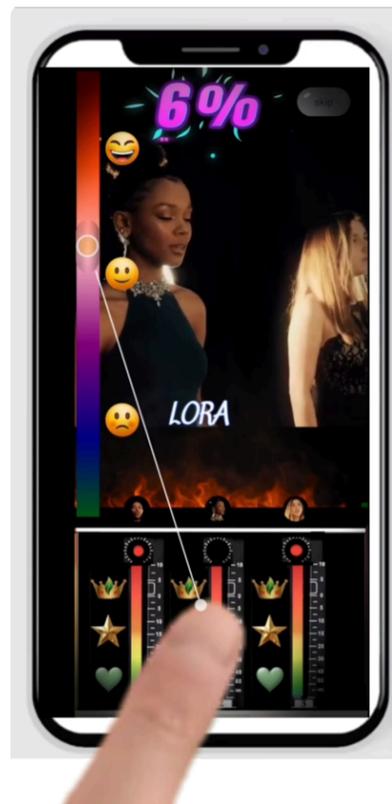
**participatory decision dynamics**

This operational environment provides a live human interaction framework necessary for emotional measurement.

## Technical status

Finalized product, tested and validated through large-scale QA and beta phases.

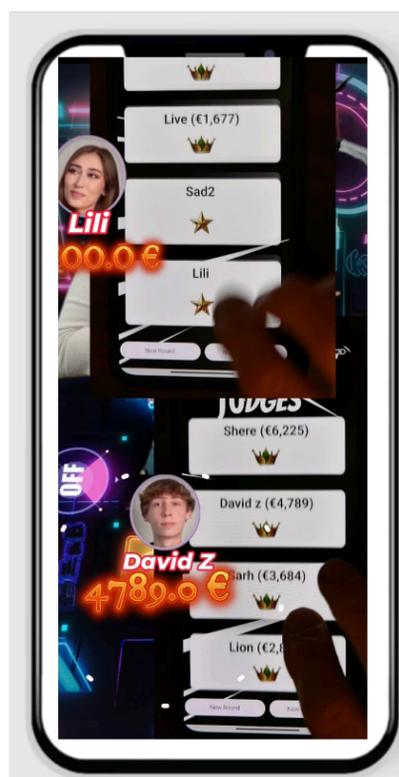
## Main functionalities



### 1. Real-time ranking and results management

Live rankings between three participants.

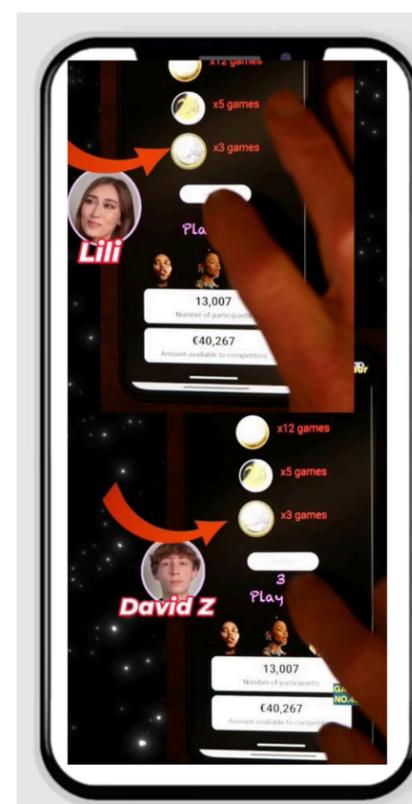
<https://adivproductions.com/gamma-en>



### 2. Direct interaction between participants and the audience

Access via a collective prize pool to support artists.

<https://adivproductions.com/gamma2-en>



### 3. Valuation and remuneration model

A model based on the accuracy of engagement and evaluations.

<https://adivproductions.com/gamma3-en>

# Deployment and Launch Strategy

The go-to-market approach is structured around two complementary phases:

1

## Phase 1 – Commercial Launch

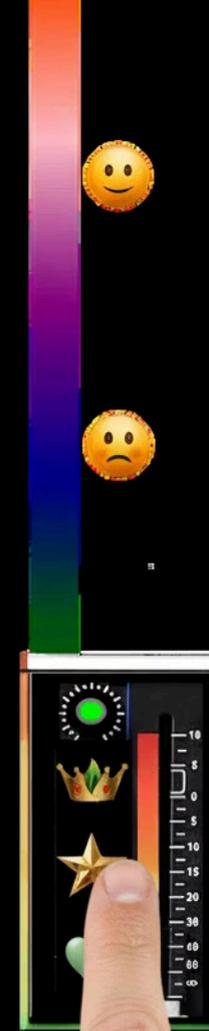
(Months 1 to 2) Deployment of the stable version of The 3 Play All in order to expand the user base, consolidate the economic model, and validate large-scale usage.

2

## Phase 2 – Technological Transition

(Months 3 to 6) Progressive integration of the Emotion Slide module as a major differentiation lever, extending the platform toward emotional measurement, experience analysis, and behavioral data valorization.

This articulation aims to secure the existing economic base while developing a high-potential technological innovation layer with transversal deployment capacity.



# Emotion Slide — Innovation



## Understanding Core Emotion

Emotion Slide is designed to characterize emotion at its primary emergence stage, prior to conscious interpretation or rational judgment.

## Real-time Emotional Response

Instead of collecting declared opinions after an experience, the system captures emotional response during the experience itself.



## Raw Emotional Signal

The goal is to extract a raw emotional signal rather than a retrospective evaluation.



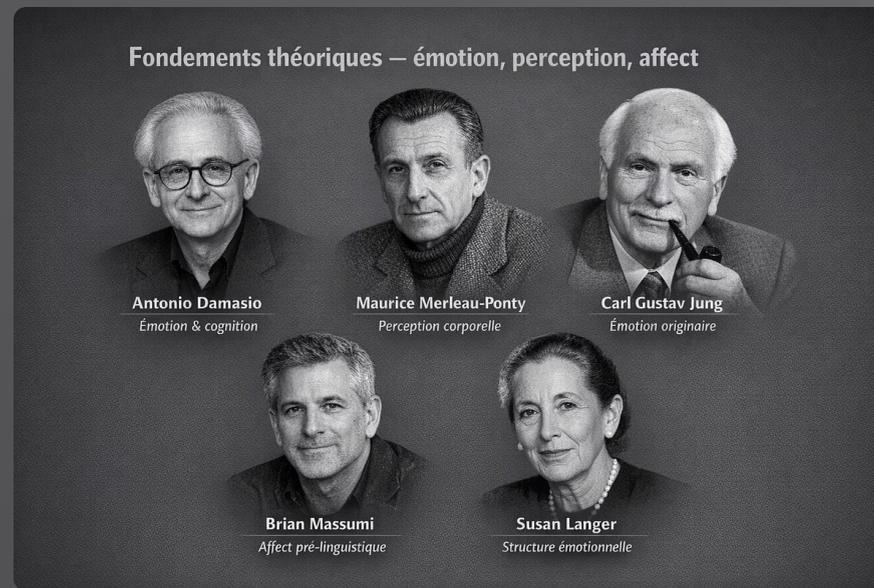
## Technological Principle

Emotion Slide introduces a systemic technological innovation framework based on:

- continuous emotional signal capture
- temporal variation and intensity measurement
- collective aggregation into a shared emotional field
- multisensory interaction (visual, interactional and haptic feedback)

The system converts subjective experience into structured real-time data.





# Scientific and Conceptual Foundations

The system is based on an approach in which emotion constitutes the primary layer of human experience.

This perspective is supported by the work of:

## Antonio Damasio

relationships between emotion and cognitive processes

## Maurice Merleau-Ponty

primacy of bodily perception and lived experience

## Carl Gustav Jung

the role of emotion as an initial signal

## Brian Massumi

the precedence of affect over language and formalization

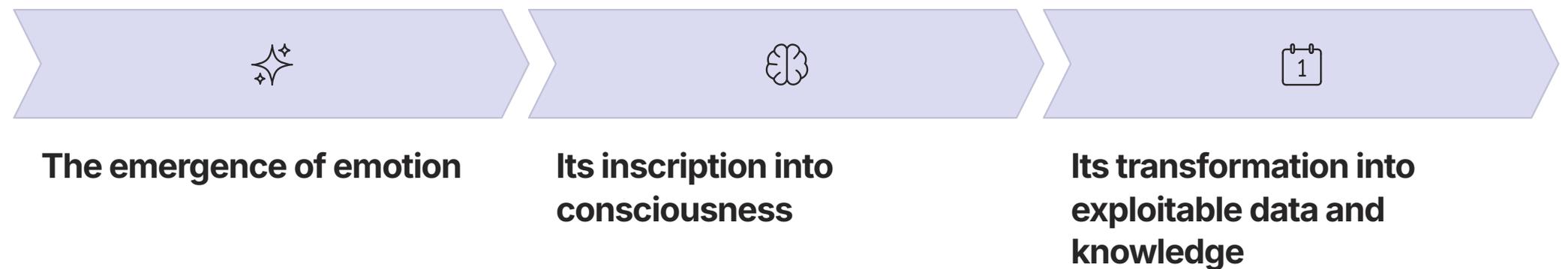
## Susan Langer

art as a structure of emotional expression

Emotion Slide positions itself within the field of Affective Computing, with a specific orientation toward measuring emotion at the very moment of its emergence rather than through delayed analysis.

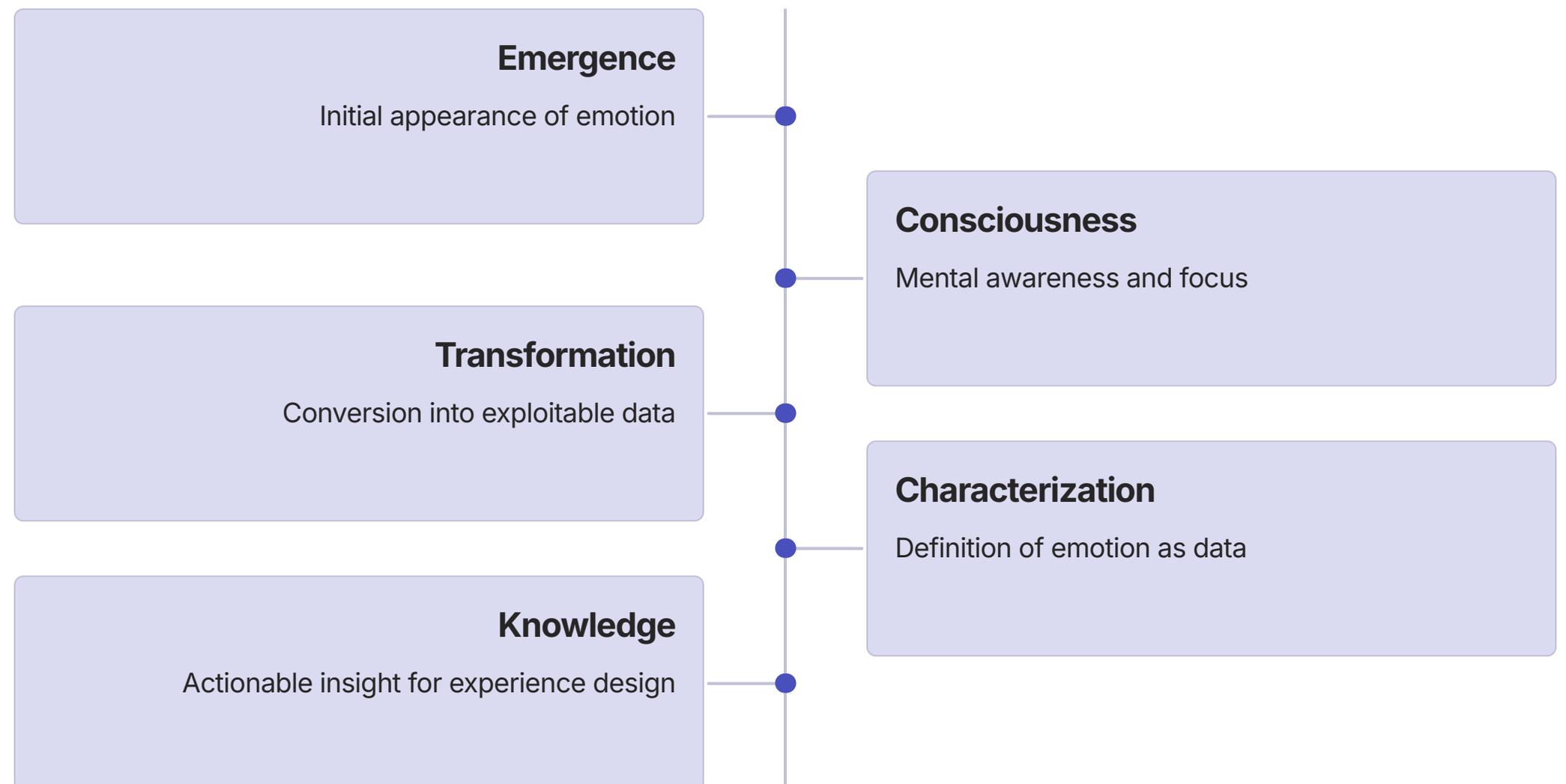
# From Individual Experience to Collective Intelligence

Each user expresses a personal emotional reaction. Aggregated together, these reactions form a dynamic collective emotional structure.



The system operates as a feedback loop:  
individual → collective → individual

This loop generates a new participatory language of perception beyond traditional verbal communication.

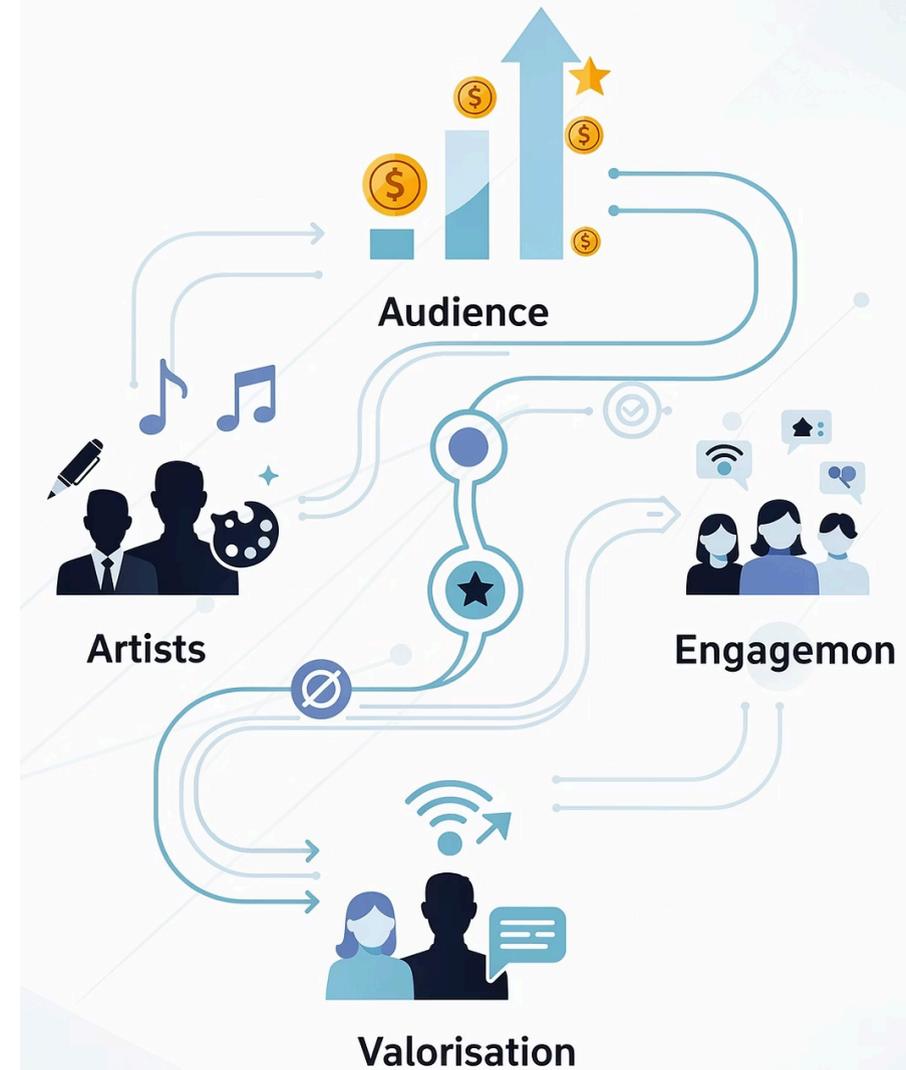


# Vision

Emotion Slide aims to establish a large-scale participatory system where users become co-creators of a new expressive medium.

By linking individual perception to collective dynamics in real time, the platform produces a shared emotional field and opens new communication territories that transcend language barriers.

VIDEO



# Market Outlook & Marketing Potential

Emotion Slide positions itself at the intersection of entertainment, data analytics, user experience and artificial intelligence, addressing a growing demand for real-time understanding of human engagement.

## Market Potential

The system can be deployed across multiple sectors:

- live entertainment and streaming platforms
- gaming and interactive media
- advertising and audience testing
- UX research and product design
- education and learning environments
- virtual and augmented reality experiences

The ability to capture emotional response during interaction introduces a new category of measurable engagement beyond clicks, views or surveys.

## Marketing Value

Emotion Slide enables a transition from audience measurement to experience measurement:

- brands can evaluate emotional impact instantly
- creators can adapt content in real time
- platforms can personalize experiences dynamically
- communities become active participants rather than passive viewers

This generates higher retention, stronger participation and new monetization models based on engagement quality rather than exposure volume.

## Strategic Positioning

The project opens a new data layer — emotional behavioral data — which may become a key indicator in future digital ecosystems, similar to how analytics and recommendation systems reshaped media platforms.

Emotion Slide therefore combines:

**creative interaction**

**measurable engagement**

**adaptive intelligence**



# Why We Win



## Business Model

Emotion Slide operates as a data infrastructure integrated into existing platforms. Revenue comes from API/SDK licensing and subscription access to real-time emotional analytics for platforms, brands and AI systems.



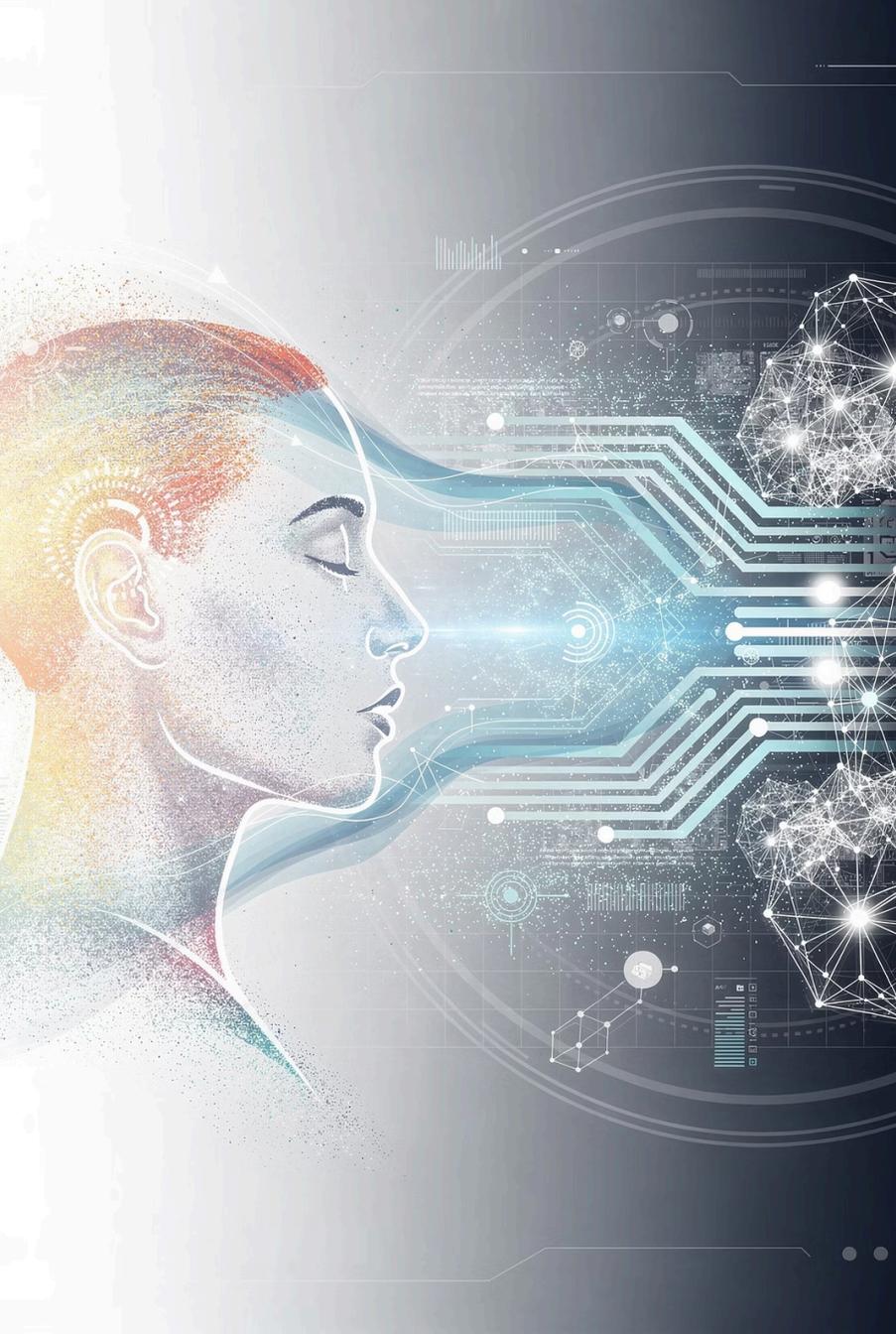
## Moat

The system continuously accumulates proprietary emotional interaction data. Accuracy improves with scale, creating a dataset and models that cannot be replicated without long-term usage.



## Positioning

Not a content platform — an infrastructure layer enabling systems to understand human experience.



# Towards Emotional Artificial Intelligence

Emotion Slide generates structured real-time emotional data streams suitable for behavioral modeling and machine learning.

It functions as an emotional data capture infrastructure enabling the development of adaptive AI systems capable of integrating human emotional dynamics into interpretation and response processes.

The project represents a first step toward emotion-aware artificial intelligence grounded in lived human experience.

# Investment Opportunity

We are seeking an initial funding round of €200,000 for a 6-month development phase to transition Emotion Slide from an operational platform to a deployable data infrastructure.

## The funding will support:



**Product industrialization  
and stability**



**First integration with  
partner platforms**



**Emotional data model  
training and validation**

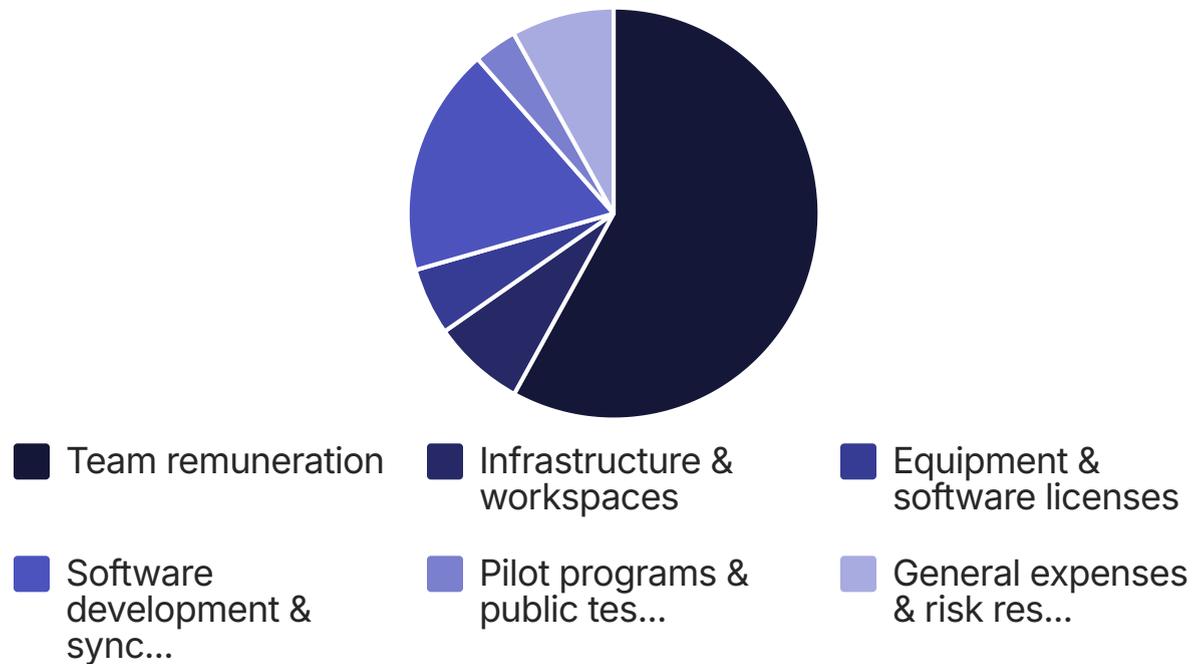


### **Milestone objective:**

Reach first commercial deployments and validate scalable adoption.

# Budget Summary – Development Period (6 Months)

Estimated total budget: €193,400



## Main categories

- Team remuneration (development, UX, psychology): €112,200
- Infrastructure and workspaces: €14,100
- Equipment and software licenses: €10,200
- Software development and real-time synchronization: €34,700
- Pilot programs and public testing: €6,600
- General expenses and risk reserve: €15,600

The budget is primarily allocated to team remuneration, reflecting the intensive development and expertise required for the project's success. Significant portions are also dedicated to software development and infrastructure, ensuring robust technical foundations.

A more detailed budget breakdown is provided in the attached document.

# Conclusion

The development of the Emotion Slide module marks the transition from an interactive platform to a scalable emotional data infrastructure with strong technological and economic potential.

## Beyond Entertainment

As an extension of The 3 Play All, the project moves beyond entertainment into experience measurement, emotional analytics, and behavioral data applications.

## Strategic Investment Opportunity

We are opening this phase to strategic investors interested in participating in the emergence of real-time emotional data systems.

## Next Steps

We would be glad to schedule a discussion and present a live demonstration of the current operational platform and the upcoming deployment phase.

# Contact

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President of an association developing intuition, rhythm, and emotional emergence among approximately 1,000 students per year (ages 3–12) in the Paris region.