



The EmoTion Slide

BY Amnon ADIV EDELMAN

English version

Introduction and General Framework

This document is submitted as part of a request for support from the Chamber of Commerce and Industry (CCI). Its purpose is to present the next development phase of the **The 3 Play All** platform through the implementation of an innovative real-time emotional measurement and analysis module: Emotion Slide.

The **The 3 Play All** platform is currently fully operational. All of its components have been developed, tested, and validated through quality assurance (QA) phases and pilot deployments involving a broad panel of users. The current strategy is based on articulating a large-scale commercial launch of the existing system with the integration of a technological innovation layer aimed at extending the platform into the fields of emotional analysis, user experience, and behavioral data.



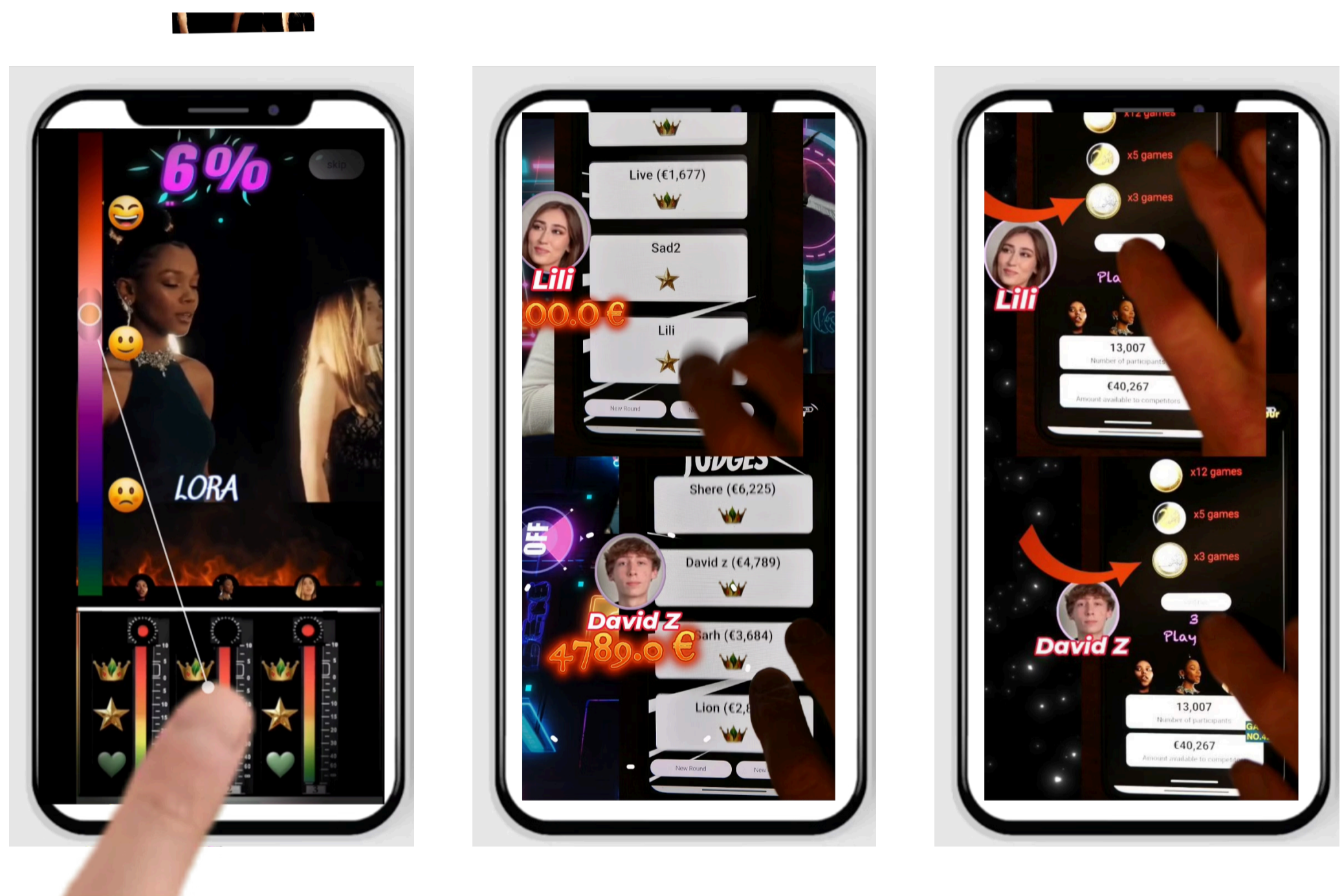
Current Status – The 3 Play All (Phase 1)

The system constitutes the functional and technological foundation of the project. It is a real-time artistic competition platform in which the audience evaluates participants through a live collective rating mechanism.

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>

Usage indicators

Test data demonstrate the system's capacity to manage significant user volumes, remuneration mechanisms, and high levels of public engagement.

Deployment and Launch Strategy

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

1

Phase 1 – Commercial Launch

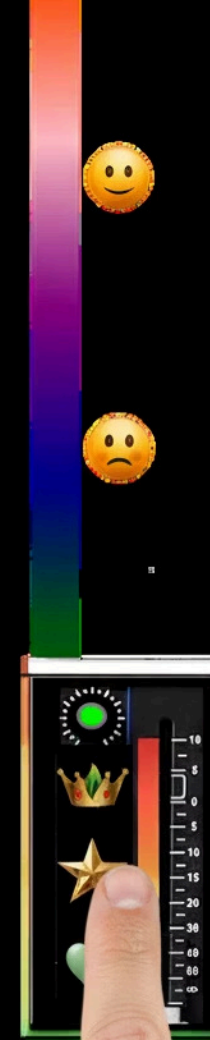
(Months 1 to 2) Deployment of the stable version of The 3 Play All in order to expand the user base, consolidate the economic model, and validate large-scale usage.

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.



Development Scope – Emotion Slide (Phase 2)

Emotion Slide is designed as a module for the real-time measurement, processing, and visualization of continuous emotional movement during experiences of reception, participation, or interaction with artistic or digital content.

The system enables in particular:



Continuous real-time collection of emotional variations



Identification of changes in intensity and emotional dynamics throughout the user experience



Correlation of data originating from multiple users simultaneously



Production of a collective emotional representation at the scale of the audience

- The chosen approach aims to characterize emotion at the moment of its initial emergence, before it is transformed into conscious interpretation or formalized judgment.

Technological Contribution and Systemic Innovation

Core components

Real-time emotional measurement

Continuous collection of emotional data during the experience itself, without reliance on questionnaires or post-experience analysis.

Three-dimensional modeling of emotional response

Combined representation of:

- The nature of emotion (qualitative dimension / “emotional color”)
- Intensity (level of activation)
- Temporal evolution (emotional dynamics)

Haptic integration – Mobile vibrational feedback

Integration of a mobile vibration mechanism translating emotional intensity into a perceptible physical signal. This allows users to perceive emotional information not only visually, but also through direct sensory experience.

Collective Emotional Cloud

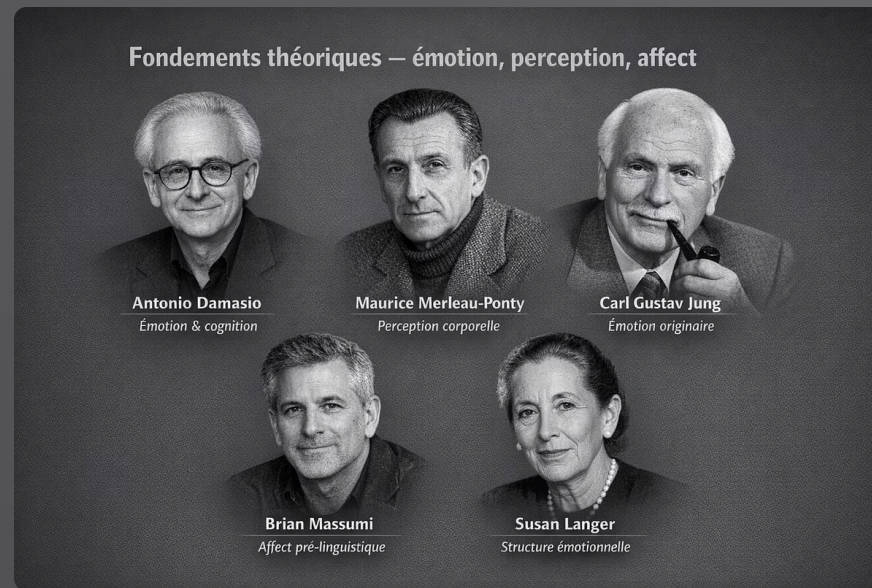
Real-time aggregation of emotional data from a large number of users to produce a global representation of the emotional dynamics of the audience as a collective entity.

Dynamic link between individual and collective

The system establishes a real-time connection between individual emotional experience and collective representation through a unique interactive mechanism in which each personal interaction influences the structure and dynamics of the group emotional cloud. This results in a layer of systemic innovation based on continuous relationships between the individual and collective levels.

High-resolution emotional data

A level of granularity enabling applications in the following domains: user experience (UX), behavioral research, digital culture, experiential marketing, virtual reality, audience analysis, and media innovation.



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

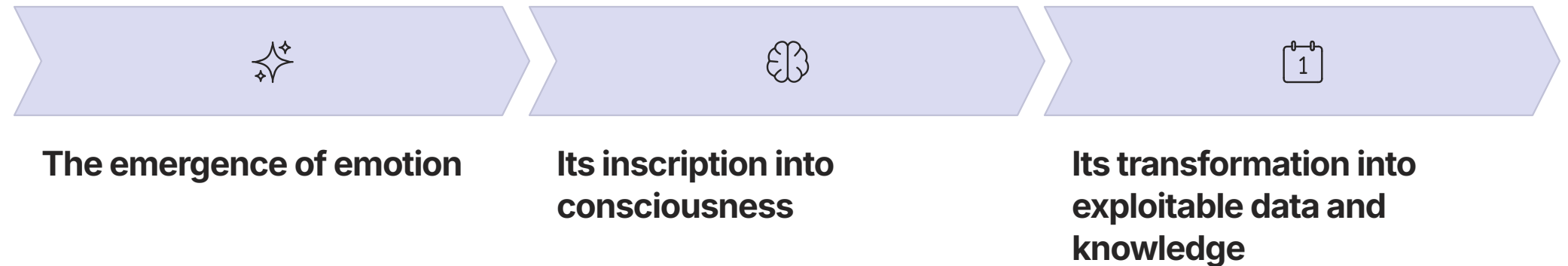
Susan Langer

art as a structure of emotional expression

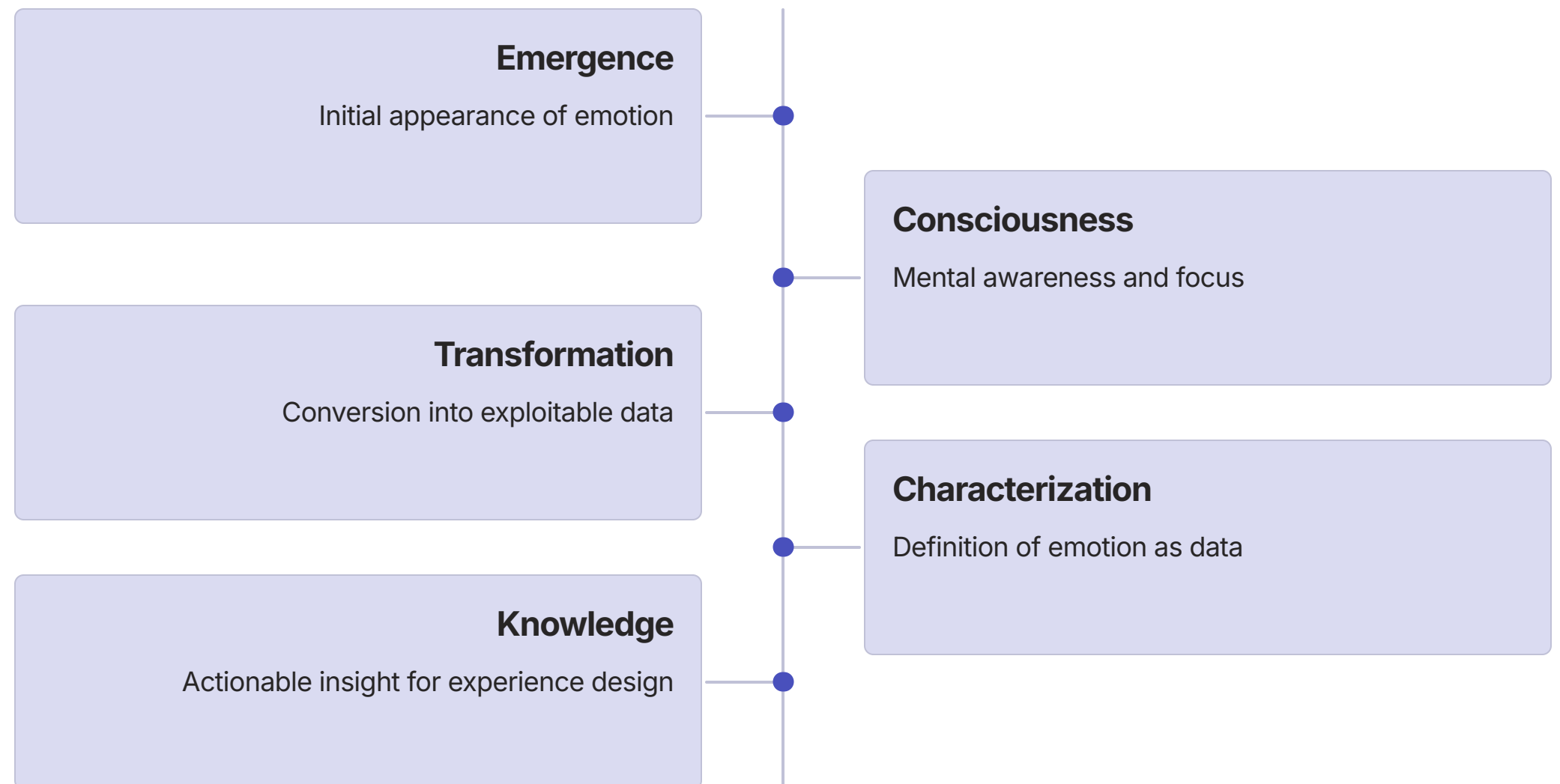
Emotion Slide positions itself within the field of Affective Computing, with a specific orientation toward measuring emotion at the very moment of its emergence rather than through delayed analysis.

Conceptual Axis: Emotion · Consciousness · Knowledge

The system allows successive observation of:



The core of the development lies in characterizing emotion at its initial stage, as the primary data of user experience.



Usage Model and Exploitation Perspectives

The interaction model is based on a structured relationship between:

Artists

Audience

Engagement

Valorization

The system promotes:

- Strengthening audience participation
- Implementation of valuation and remuneration mechanisms based on interaction quality
- Expansion into new application fields: cultural sector, digital innovation, user research, communication, audience analysis, and behavioral studies

The project is part of a broader dynamic of digital and creative skills development, with potential academic, cultural, and economic partnerships.

Emotion Slide Vision:

[Cliquez ici](#)





Emotion and Artificial Intelligence – Toward Emotional AI

Emotion Slide generates real-time emotional data streams in the form of continuous, normalized, multisensory signals directly usable for:

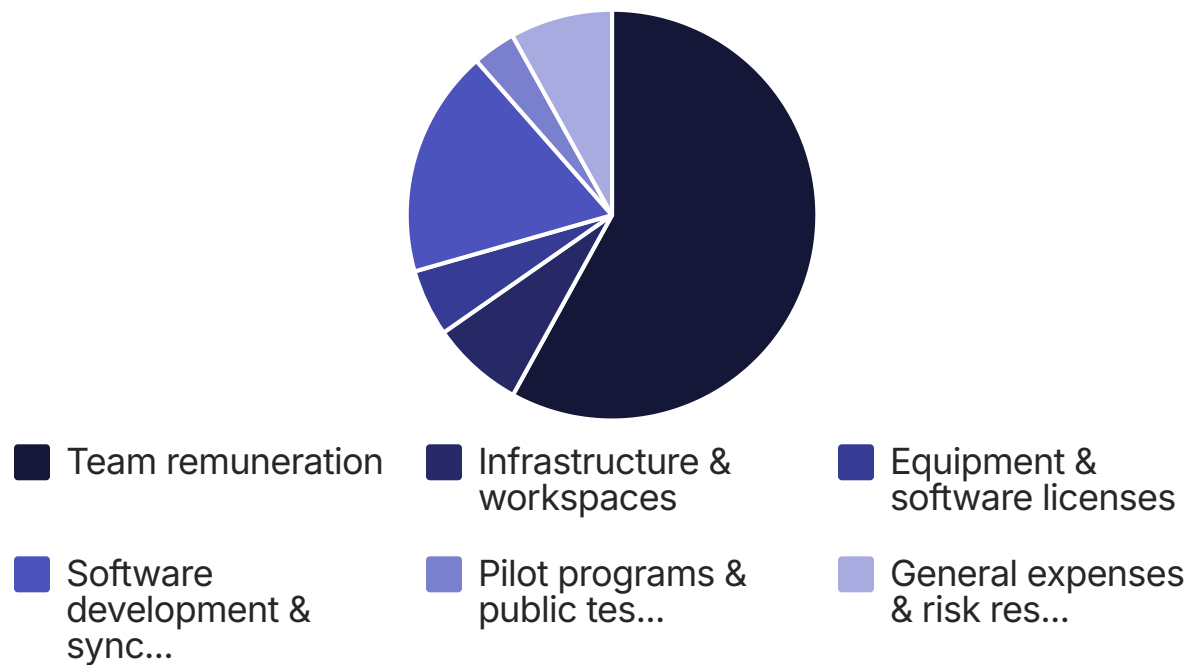
- Behavioral analysis
- Computational modeling
- Training of artificial intelligence systems

Unlike approaches based on declarative data or post-hoc analysis, the system captures emotion through real, sensory, and collective human interaction at the very moment of its emergence.

Emotion Slide thus constitutes an emotional data capture infrastructure paving the way for the development of adaptive AI systems capable of integrating the human emotional dimension into their processes of understanding, analysis, and adaptation.

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 and Request for Support

The development of the Emotion Slide module represents a phase of innovation with strong economic, technological, and societal potential. As a complement to the The 3 Play All platform, this system extends the project beyond entertainment into the fields of experience measurement, emotional analysis, and behavioral data valorization.

We request the support of the Chamber of Commerce and Industry (CCI) in order to:

- Structure the development phase
- Secure technological deployment
- Maximize the economic, territorial, and sectoral impact of the project

We remain at your full disposal to organize a demonstration of the currently operational functionalities and to discuss the implementation modalities of this new phase.

Contact

Amnon Adiv

ADIV Productions

21 rue Lavoisier, 92190 Meudon

Tel.: +33 7 62 15 00 50

Email: adivadivpro@gmail.com

Website: <https://adivproductions.com>

Amnon Adiv

ADIV Productions

Project Lead, engaged for over 30 years in digital art, cultural production, and live performance.

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