



Advanced Recommendation Technology

Alkindi Solution

Alkindi offers a **taste-based personalization solution** to online media creators and distributors. Alkindi software provides the ability to **customize recommendations** of media products to interested consumers based on historical ratings or other data and distribute the recommendations via Internet pages, direct email, and mobile devices. Advanced Alkindi technology enables media companies to **increase consumption** of content, **build communities**, offer premium service to **paying subscribers**, and **lock-in** frequent users.

Why Alkindi?

Alkindi's technical staff has developed a new algorithmic approach for generating recommendations: our solution is fine-tuned to produce the best possible media suggestions for your customers. In user testing, **Alkindi's algorithms tested better than much larger competitors** like NetPerceptions, Macromedia, Blockbuster and NetFlix.

Alkindi Improved Features

- **More dynamic input model**
 - Alkindex measures ability to recommend in real time; strongly increases customer input
 - Dynamic optimization of products rated maximizes incremental information
- **More accurate clustering algorithm**
 - Better information, even when data is very sparse
 - Multiple types of data combined coherently
- **More rewarding output for consumers**
 - Stochastic model ensures diversity of products
 - Better mix of genres, popularity level
- **Improved technology**
 - Online / offline clustering strategy maximizes scalability
 - Java / XML product data / EJB architecture

Customer Benefits

- **Increase consumption of content**
 - Get content to the consumers most likely to want it
 - Encourage viewing of less costly, older content
 - Maximize the effective diversity of available content
- **Build communities**
 - Make it easier for customers to find communities they value
 - Reassure consumers regarding their privacy
 - Spread word-of-mouth with viral marketing tools
- **Offer premium services**
 - Use personalization to drive subscription models
 - Differentiate user experience without increasing content origination costs
- **Lock-in frequent users**
 - Cumulative benefits make switching costly

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