

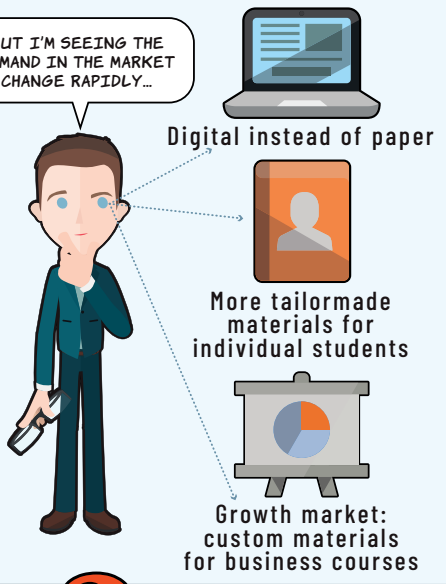
HI, MY NAME IS ERIC. I WORK AS A CONTENT MANAGER AT AN EDUCATIONAL PUBLISHER.



I'VE BEEN MAKING BOOKS AND STUDY METHODS FOR 15 YEARS FOR PRIMARY AND HIGHER EDUCATION.



BUT I'M SEEING THE DEMAND IN THE MARKET CHANGE RAPIDLY...



CONTENT MUST INCREASINGLY BE CREATED, DISTRIBUTED AND REUSED IN A MORE FRAGMENTED FASHION...



I'M UNDER A LOT OF PRESSURE : TIME. QUALITY. BUDGET. COMPETITION...

HOW AM I EVER GOING TO DISTIL THE RIGHT CONTENT OUT OF A WHOLE OCEAN OF CONTENT WITHOUT MAKING CONCESSIONS ON QUALITY!?!?



AN IMPOSSIBLE TASK TO DO MANUALLY: TOO TIME-CONSUMING, TOO EXPENSIVE AND THE FINAL RESULT WILL BE OF POOR QUALITY!

THAT'S NOW A THING OF THE PAST!

USING NEW ARTIFICIAL INTELLIGENCE SOFTWARE BY EDIA, WE'RE NOW ABLE TO ANALYZE, CATEGORIZE AND LABEL ALL OUR NEW AND EXISTING CONTENT AT LIGHTNING SPEED AND MANY TIMES MORE ACCURATELY! WHETHER IT'S FOR USE WITHIN NEW LEARNING MATERIALS OR NOT!

NOT ONLY NOW AM I SAVING COSTS, BUT I'M ALSO ABLE TO RESPOND QUICKLY TO THE MARKET AND CAN DELIVER TAILOR-MADE SOLUTIONS WITHOUT HAVING TO COMPROMISE ON QUALITY.

