

## **Entropik, an AI Startup, Receives 17 Patent claims for Multimodal Emotion AI Technologies**

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Entropik, a leading AI-powered Integrated Market Research Company, has announced today that the Patent Office of the Government of India has awarded the company a patent for its 'Multimodal Emotion AI Technologies.' Entropik is the only company with a multimodal Emotion AI patent (number 419058), putting it at the forefront of the world's most advanced AI companies.

Entropik, World's first Multimodal Emotion AI technology, specializes in building Technologies to understand Behavior at large. It uses machine learning and Neural net algorithms to analyze and interpret Face Expression (Facial Coding), Eye Movement (Eye tracking) and Voice tonality (Voice AI) to understand customer behavior in its most fundamental way. Multimodal Emotion AI is used in consumer research to understand better how people feel about products, services, and brands. The application of Multimodal Emotion AI in consumer research includes advertising research, user experience testing and shopper research, using its products Affect Lab and Affect UX. Its product "Decode" analyses Consumer Research Interviews/FGDs to decipher meaningful conversational summary along with behavioural insights.

The master patent entails 'Multimodal Emotion AI Technologies', with claims covering facial coding and eye tracking technologies. Facial coding and eye tracking are advanced AI technologies that analyze facial expressions and muscle movements from video feeds to derive attention, engagement, and emotion levels; eye tracking analyzes pupil movement to understand where the user is looking on a mobile or desktop screen.

**Speaking on the patent achievement, Ranjan Kumar, founder & CEO of Entropik, said,** "The grant of this patent is a testimony to the team's tireless effort and unparalleled dedication, and it speaks to the company's competency in pioneering and testing the frontiers of AI technologies. We are ecstatic to bring this revolutionary Multimodal Emotion AI technology to market.

We look forward to empowering brands with disruptive AI force with purpose to deliver consumer-centric marketing and product experiences. "Traditionally, the science of consumer research relied on stated responses (surveys and focus group discussions) to understand consumer preferences. While this answers 5% of consumer nuance, 95% of consumers' subconscious and emotional choices remain in the black box. Tech like facial coding, eye tracking, & voice AI will

*provide brands with answers to this 95% of questions, helping them better understand their consumers and deliver experiences that resonate at a deeper level." He further added.*

*Entropik's ability to provide accurate, efficient, and impartial consumer insights, has become the preferred solution for global retail brands. With its recent advancements and breakthroughs in Multimodal Emotion AI technology, the company has emerged as a leader in the industry and earned recognition for the same.*

## **About Entropik**

*Entropik is a leading AI-powered Integrated Market Research Platform company founded in 2016. They enable research, marketing, and product teams to move towards a more continuous, collaborative, agile, and scalable way to capture user feedback research by democratizing research and insights data across the organization. Headquartered in Bengaluru, the company has a business presence across the United States, Canada, Europe, the Middle East, and Asia. Entropik's AI-powered Integrated Market Research Platform provides a research platform covering Quant, Qual, Behaviour Analytics, Video Interviews & Self Captures with an integrated panel under one umbrella. It caters to 150+ global clients across sectors such as Telecom, BFSI, Media, CPG, FMCG, and Entertainment, among others. The company has 17 global patent claims in the arena of Multimodal Emotion AI technologies like Facial Coding, Eye Tracking, and Voice AI. Entropik has won many awards and accolades, such as the Amazon AI Award 2018, and has been quoted by Gartner as one of India's 'Top 5 Cool Vendors in AI'.*

*For more information, please visit: <https://entropiktech.com/>*