MINDS & MODELS

Minds & Models

A tool for personalizing content on digital advertising screens

Minds & Models is revolutionizing in-store marketing and digital advertising (DOOH) by transforming ordinary screens into smart tools. Using computer vision and generative AI, it analyzes the customer's visual context in real time and creates hyper-personalized content that has been proven to increase both sales and attention. The solution is designed to be "plug-and-play," with an emphasis on strict privacy protection and data anonymity.

Unique Selling Points:

- An innovative platform that brings the precision and personalization of online advertising to the physical world.
- A unique technology that combines computer vision with generative AI to instantly create customized content.
- A simple "plug-and-play" solution that has been proven to boost customer purchasing behavior and engagement.

Product

A comprehensive framework for offline digital advertising

Technology readiness

Development

Proof of concept

Prototype

▶ First implementation

Extensive implementation

1/2025

B2B

mindsmodels.ai/