

OVERVIEW

Spectalix is a revolutionary white-label, AI-based, UGC-platform designed for consumer apps of sports and sports-related organizations, such as leagues, teams, events, brands, broadcasters and more. It dramatically increases fan engagement and generates new revenue streams for the app owner.



THE PROBLEM AND SOLUTION

In recent years, sports leagues, teams and networks have largely lost their users/fans to the big social media platforms, such as TikTok and Instagram.

Spectalix enables the app owner to reclaim its users by generating their own video clips with their team's stars and invite fans to insert themselves in those clips, using solely their smartphone camera. Just like a greenscreen, but without a greenscreen!

Now, fans can celebrate with their team's star player after scoring a goal or a touchdown, sing a duet of their favorite song alongside the players, impersonating the coach and pump up the players at half time, stand next to the team's star and receive a birthday greeting, and many more creative ideas.

A unique backend system allows the app owner to manage all content uploads, as well as to moderate videos that were created by the users, both manually and automatically.

Contact:

To request a demo and learn how your sports property can start using this revolutionary technology now, please contact Koby Maluk at: koby@spectalix.com

SPECTALIX VALUE PROPOSITION

Spectalix can turn your app into a social media content creator and enable your organization to:

- ★ **Reclaim fan traffic and increase your app value**
- ★ **Introduce fans to an innovative, easy-to-use, engagement tool**
- ★ **Drive new fans to your app, as users who are exposed to shared clips on social media will want to try it out themselves**
- ★ **Access new fans data with a trackable link for every video produced, shared and watched**
- ★ **Create new revenue streams through selling the activity to advertisers and sponsors**

WATCH AND TRY

Click on this short demo clip to see how our platform works:



Download Spectalix's demo app and try it out yourself:

