

PRESS-RELEASE

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NOS 5G FUND INVESTS IN TWO NEW STARTUPS

- **NOS 5G Fund joined two investment rounds of 5.6 and 6.8 million euros, for Mindprober and Didimo, respectively**
- **Mindprober desenvolve tecnologia que analisa reação emocional a conteúdos multimédia**
- **Didimo creates 3D digital avatars in less than 60 seconds**

The NOS 5G Fund, created by NOS and managed by Armilar Venture Partners, has just made investments in two new startups: Mindprober and DIDIMO, through two investment rounds of 5.6 and 6.8 million euros, for Mindprober and Didimo, respectively. Mindprober is a startup that developed a world ground-breaking platform that measures the emotional impact that multimedia content has on consumers, through wearables that monitor biometrics such as sweat or heartbeat. DIDIMO developed a platform that allows the generation, in less than 60 seconds, of 3D digital avatars based on photographs.

Jorge Graça, CTO at NOS, underlines: “We’re very pleased to be supporting these two startups with these investments of the NOS 5G Fund, the only one in Portugal dedicated to helping technological startups to take full advantage of the potential of 5G. We are excited to know that with the investment in DIDIMO we are contributing to the expansion of more human digital interactions in industries as diverse as entertainment or retail. In the case of Mindprober, 5G will allow for the evolution of the platform’s capabilities so that it will work quicker and seamlessly, even on the go, paving the way for the monitoring of data within people’s real daily context. We look forward to celebrating with the team several future successes.”

About Mindprober

Mindprober’s platform measures spectators’ physiological responses to multimedia content, in order to analyse the emotional impact that the displayed content has on consumers. It uses both a small portable device that, when in contact with the user’s hand, measures the unconscious feedback, and a mobile APP that, amongst other features, uses quick questions to measure the conscious feedback, thus compiling high-value commercial information. This technology was developed by an R&D team with three PhDs in the fields of cognitive neurosciences and biomedical engineering.

This way, Mindprober can provide behavioural research that, up until now, required a too high an investment, also allowing that knowledge in cognitive science can be used by content producers or media and advertising agencies, so they can adjust their content to people’s real reactions. This platform also enables these players to enhance the already in place metrics used to value advertising and media planning, adding the “emotional impact” dimension to the more traditional ones, such as views and impressions.

NOS 5G enables this platform to be used with the highest reliability on the go, allowing for high-quality content and data gathering and transmission. Hence, it is possible to capture consumers’ reactions in their daily lives, even outside, for instance while commuting or working out. As such, 5G opens the door to information ultra-high processing and immediate delivery of personalised content.

“Mindprober’s greatest goal is to build a new currency that can be used to measure consumers’ engagement with all types of media, anywhere, anytime and in any device”, pointed out Nuno Dias, CTO at MindProber. Nuno added that “5G networks enable high-quality, reliable and efficient media delivery in mobile devices.”

This investment round was led by Iberis Capital, and included the NOS 5G Fund, Armilar’s NBF Fund and Portugal Ventures.

About DIDMO

Founded in 2016, DIDIMO wants to revolutionize the creation and use of digital personas, making interactions as realistic as possible, through the manipulation of any element of the human figure, namely the animation of the face and speech. The use of these avatars presents a huge potential for areas such as gaming and entertainment, for more realistic experiences; retail, for greater personalization of the purchasing process and virtual experience of products; and human resources, allowing human resources, allowing more humanized experiences of distance training and collaboration.

Present in the European and American markets, DIDIMO already has global customers in various industries, such as Sony and Farfetch, and has shown exponential growth that has already allowed the opening of offices in Porto, Delaware and Vancouver, and the strengthening of a team that currently has 30 employees.

NOS' 5G ensures greater speed and reliability of the platform developed by DIDIMO, and the immediate creation of avatars in mobility. Additionally, these avatars will be used in applications that will also benefit from 5G, such as video games and augmented reality, contributing to a fluid use of the ecosystem and digital interactions in any circumstance, always keeping constant the quality of the experience.

“Didimo’s mission has always been to make the digital world more human by bringing the richness of emotional expression and personalization to experiences,” said Didimo founder, CEO Verónica Orvalho. “We can empower people to do naturally in digital spaces what they do in the real world, like try on clothes, pick up and explore products, compete in a game or entertain their friends. Our technology means people engage with computing in more human and authentic ways. With the advance of 5G, they can now engage these experiences anywhere, in real time.

This investment round was co-led by NOS 5G Fund, and included Armilar’s Tech Transfer Fund, BrightPixel, and Portugal Ventures.

The NOS 5G Fund

The NOS 5G Fund has an initial amount available of 10 million euros and aims to invest in Portuguese start-ups with technological solutions based on or leveraged by the next generation mobile network, covering areas as diverse as network technology, Internet of Things (IoT), data & analytics, cloud computing, virtual and augmented reality and cybersecurity, among others. In addition to this latest investment, it has already invested in three other high-potential startups: Reckon, in the retail area; Knok, in health; and Kit-AR, in industry.

A leader in the implementation of 5G in Portugal since the very first moment, NOS has invested a total of 350 million euros in this technology over the last two years, and has been the company that has invested the most in the auction and acquired the most spectrum. By setting up the NOS 5G Fund, NOS consolidated its commitment by becoming the first communications company to set up an investment fund dedicated exclusively to the fifth generation of mobile networks, strengthening its commitment both to the development of a more technologically advanced and innovative country and to the entrepreneurial community, visionary partners and the entire national innovation ecosystem.