webLyzard technology

Web Intelligence | Generative AI | Visual Analytics

Value Creation

Artificial Intelligence Platform with a Focus on Brand Communication and Impact Metrics, Content Value Chains and Semantic Search for Corporate Publishing

Technology Leadership

Radical Innovation based on more than EUR 16 Mio of Competitive R&D Funding from the European Union, FFG/BMK, aws & the Google News Initiative

Global Portfolio

Multiple Awards and High-Profile Reference Clients including the United Nations and the U.S. Department of Commerce (NOAA Climate.gov)

Team Structure

Experienced Team of Innovators and Software Developers Looking Back on more than 15 Years of Successful Collaboration

Company Profile

Structure and Portfolio

Management Team

- **Managing Partner**
  Prof DDr Arno Scharl
- **Co-Founder, UX & Visual Analytics**
  Alexander Hubmann-Haidvogel, MSc
- **Co-Founder, AI & Content Platform**
  Max Göbel, MSc
- **Co-Founder, Chief Scientist**
  Prof Dr Albert Weichselbraun

Strategic Partner

CEO, Ketchum Austria
Dr Saskia Wallner
PR & Communications

KETCHUM

Portfolio

PULS 4 · KPMG · Roche · WKO WIEN WIRTSCHAFTSKAMMER WIEN · Universitet Stockholms · spark news · NOAA · UNEP

Reference Clients

National and International Corporate Brands, National Oceanic & Atmospheric Administration (NOAA) of the U.S. Department of Commerce, United Nations Environment Programme (UNEP), Vienna Chamber of Commerce

R&D Funding of more than EUR 16 Million

- Austrian Research Promotion Agency (FFG)
- European 7th Framework & Horizon Programs
- Google Digital News Initiative (DNI)

FFG Promoting Innovation. · Seventh Framework Programme · Google Digital News Initiative

Research Partners

- Modul University Vienna
- Modul Technology
- FH Graubünden

MU · FH GR

Publish & Promote

Semantic Search
Impact Optimization

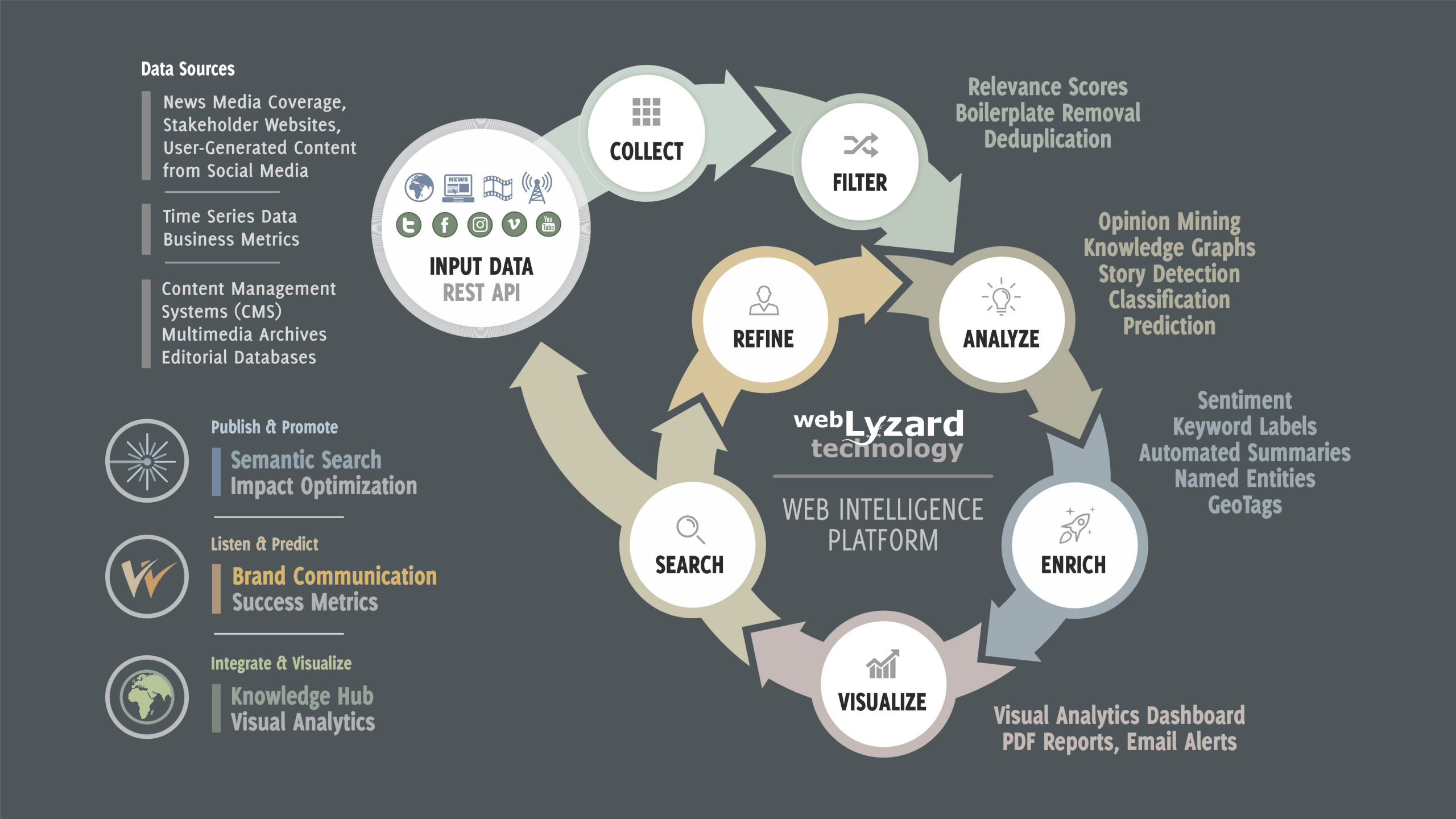
Listen & Predict

Brand Communication
Success Metrics

Integrate & Visualize

Knowledge Hub
Visual Analytics

*The webLyzard web intelligence platform supports the entire **digital content value chain**, from the data-driven production to the distribution, promotion and analysis of content assets.*


Data Sources
News Media Coverage,
Stakeholder Websites,
User-Generated Content
from Social Media
Time Series Data
Business Metrics
Content Management
Systems (CMS)
Multimedia Archives
Editorial Databases
Publish & Promote
Semantic Search
Impact Optimization
Listen & Predict
Brand Communication
Success Metrics
Integrate & Visualize
Knowledge Hub
Visual Analytics
INPUT DATA
REST API
COLLECT
FILTER
Relevance Scores
Boilerplate Removal
Deduplication
ANALYZE
Opinion Mining
Knowledge Graphs
Story Detection
Classification
Prediction
ENRICH
Sentiment
Keyword Labels
Automated Summaries
Named Entities
GeoTags
VISUALIZE
Visual Analytics Dashboard
PDF Reports, Email Alerts
SEARCH
REFINE
webLyzard technology
WEB INTELLIGENCE PLATFORM

Publish & Promote

Semantic Search Impact Optimization

Listen & Predict

Brand Communication Success Metrics

Integrate & Visualize

Knowledge Hub Visual Analytics

Content Optimization

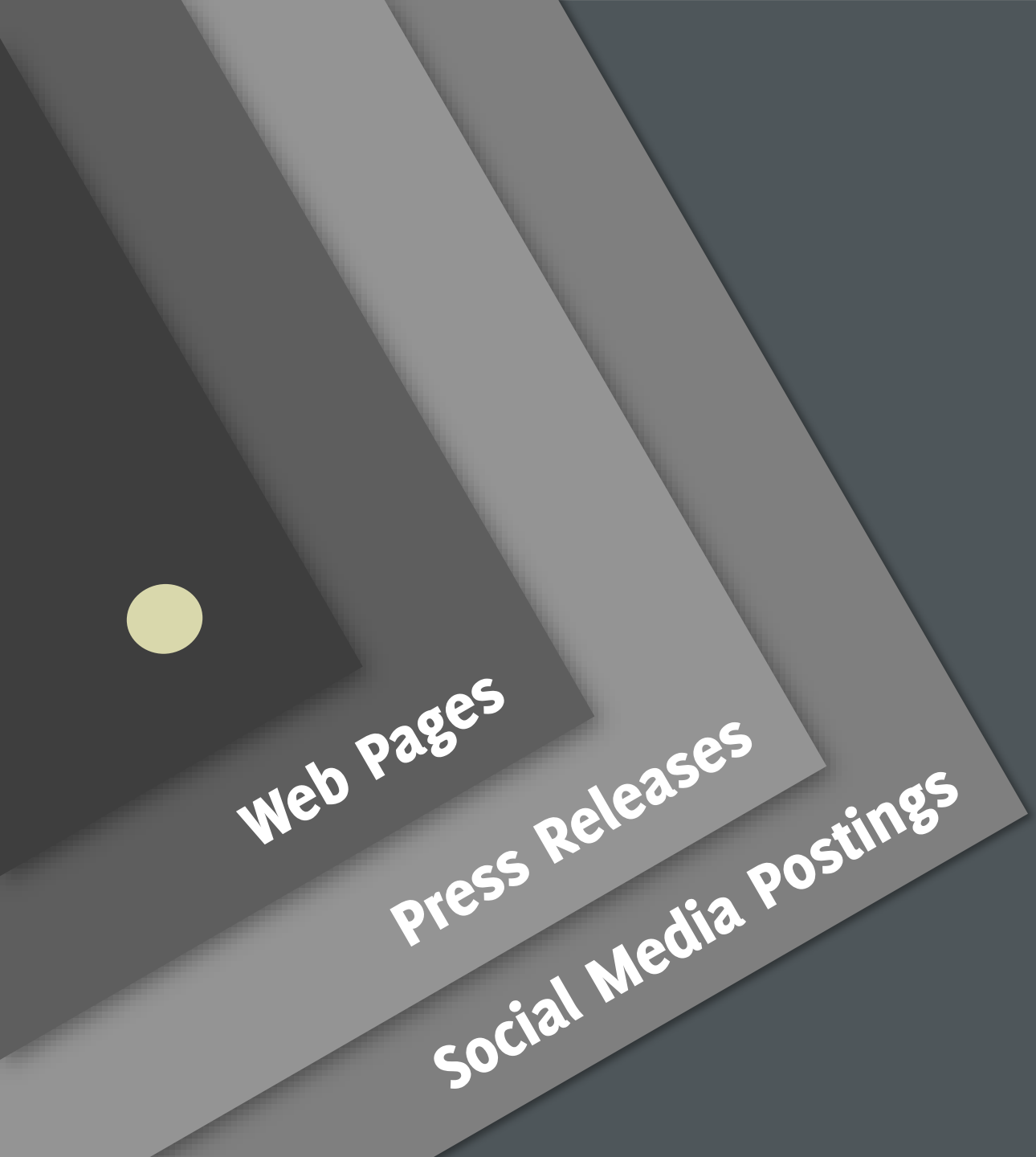
Maximize the impact of campaigns and online communication

storypact.com

Visual Search Tools

Present the own digital content with award-winning site search features

weblyzard.com/climate-gov



Storypact.com

Content Optimization

Maximize the Impact of Your Story

Web Pages | SEO

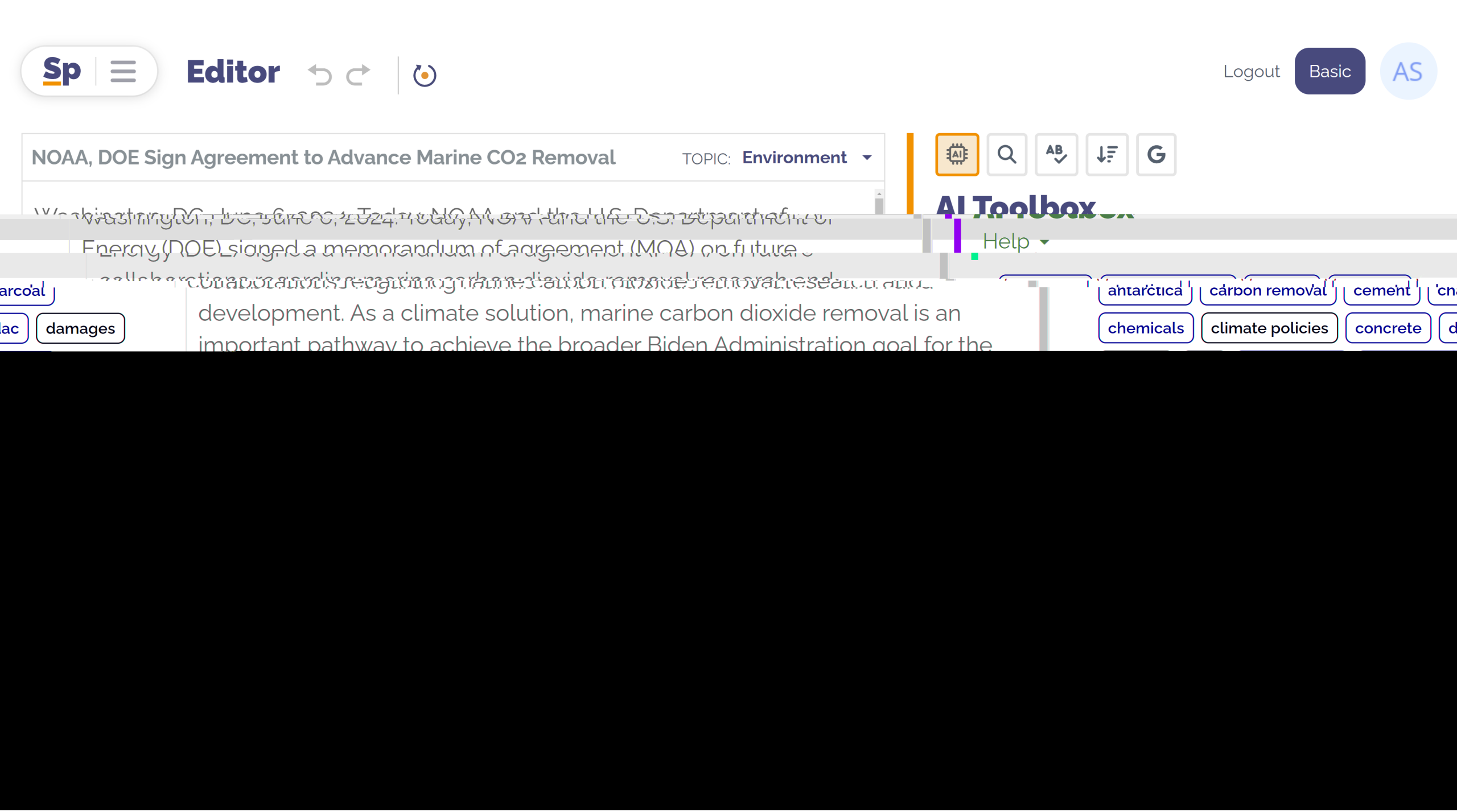
Optimize the wording of your articles to boost attention and organic Web traffic

Press Releases & Newsletters

Ensure that your latest announcements reinforce your organization's strategic positioning goals

Social Media Postings

Analyze the latest trends across channels to trigger and amplify viral effects


Sp
Editor
Logout
Basic
AS
NOAA, DOE Sign Agreement to Advance Marine CO2 Removal
TOPIC: Environment
AI Toolbox
Help
development. As a climate solution, marine carbon dioxide removal is an
important pathway to achieve the broader Biden Administration goal for the
damages
antarctica
carbon removal
cement
chemicals
climate policies
concrete

NOAA, DOE Sign Agreement to Advance Marine CO_2 Removal

TOPIC: Environment

Washington, DC, June 6, 2024. Today, NOAA and the U.S. Department of Energy (DOE) signed a memorandum of agreement (MOA) on future collaborations regarding marine carbon dioxide removal research and development. As a climate solution, marine carbon dioxide removal is an important pathway to achieve the broader Biden Administration goal for the U.S. to reach net-zero emissions of greenhouse gases by 2050.

This MOA will formalize collaboration between NOAA and DOE to share expertise on research and technology development, as well as avoid duplicative work. The MOA makes clear that combining the ocean science expertise of NOAA with the carbon dioxide removal and energy science and technology expertise of DOE will be a powerful way to advance the state of marine carbon dioxide removal science and strengthen the existing relationship between both agencies.

"The science is clear," said NOAA Administrator Rick Spinrad, Ph.D. "In order to limit global warming to 1.5C or even 2C, we not only have to bring our emissions of greenhouse gases to net-zero rapidly, but we also must remove carbon dioxide from the atmosphere. This MOA, utilizing the great strengths of

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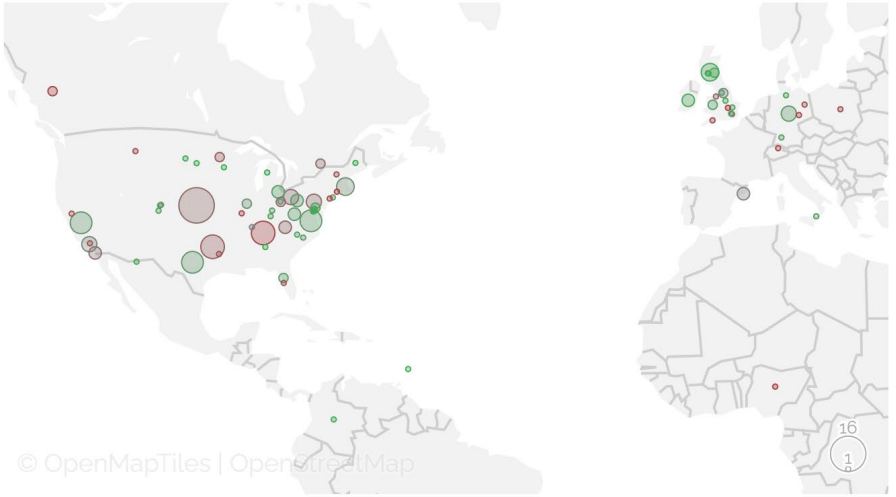
Geo Map Help



Guest opinion: Chris Hoffman: AI says we must 'eliminate fossil fuels immediately' ... Conclusion: By reducing personal carbon footprints, supporting and advocating for effective climate policies, and

15 Jun

DC

Connecticut-sized "dead zone" expected to emerge in Gulf of Mexico, potentially killing marine life, NOAA warns Nearly 6,000 square miles - an area roughly the size of Connecticut - will

14 Jun

CBS NEWS

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Semantic Search Impact Optimization

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Brand Communication Success Metrics

Integrate & Visualize

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An official website of the United States government Here's how you know

Climate.gov
SCIENCE & INFORMATION FOR A CLIMATE-SMART NATION

climate

powered by webLyzard technology

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climate

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Teaching Climate
Climate Resilience Toolkit

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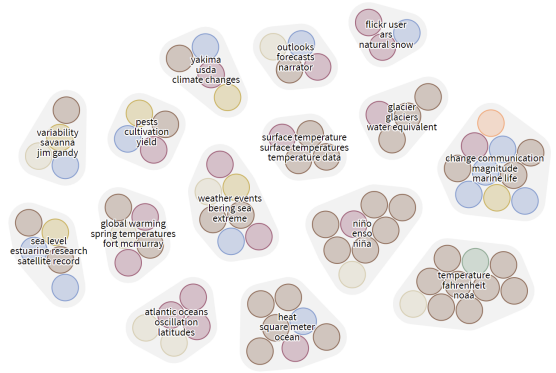
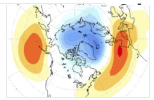


Topics
- Climate System
- Causes of Climate Change
- Measuring and Modeling Climate
- Human Responses to Climate
- Nature of Climate Science
- Energy Use
- Climate Impacts
- Other

1-10 of 1417 results for **climate**

Sort by Relevance

acidification activity adaptation agencies alaska arctic areas assessment assets carbon coupled drought enso evaporation greenhouse heat heat-trapping ice impacts intercomparison literacy mitigation nasa niña niño noaa nws observations ocean oscillation outlooks permafrost precipitation projections rcp rcps re-use resilience scope sea snapshot sta surface temperature temperatures toolkit tribal usgs variability vulnerability



Other Climate Patterns that Impact U.S. Winter Climate

Department: ENSO Blog
Published: June 20, 2016

Oscillation (NAO)/ Arctic Oscillation (AO). Another major non-ENSO influence on winter **climate** is an atmospheric pattern called the North Atlantic Oscillation (NAO; Wallace and Gutzler 1981). The NA ...

Climate Matters

Department: Images & Video
Creator: Ned Gardiner
Published: April 20, 2016

crisp and easy to understand. Recently, Gandy expanded his reports to include locally focused **climate** science information on topics that directly touch viewers' lives. No controversy here, says Gandy ...

Climate Science 101: Climate Change Communication and Public Engagement

Department: Images & Video
Creator: NOAA climate.gov
Published: November 04, 2016

s Ocean Choking Marine Life? Limiting the Magnitude of & Adapting to Future Climate Change. **Climate** Change Communication: Focusing on Public Engagement. Ethics and Issues Surrounding Geo-Engineeri

MOST POPULAR

IN NEWS & FEATURES
(based on search term)

1. Climate Change: Atmospheric Carbon Dioxide
2. Climate Change: Global Temperature
3. Climate Change: Global Sea Level

Explore News & Features

IN MAPS & DATA
(based on search term)

1. Climate Data Primer
2. Climate Models
3. Climate Forcing

Reference Project

Visual Search Tools – U.S. Department of Commerce

National Oceanic & Atmospheric Administration (NOAA)

Semantic Site Search and Visual Navigator for

- NOAA Climate.gov and the
- U.S. Climate Resilience Toolkit

Project Description

webLyzard integrates and classifies climate-relevant online content in order to provide a **visual analytics portal** and a **faceted search widget** to help U.S. citizens and environmental stakeholders identify the most relevant information resources across the Web sites of 13 government agencies and participating climate centers.

- Environmental Protection Agency
- Department of Energy
- Department of State
- Department of Commerce
- Department of Transportation
- Department of Agriculture
- Department of Defense
- Department of the Interior
- Department of Health & Human Services
- National Aeronautics and Space Administration
- National Science Foundation
- The Smithsonian Institution
- U.S. Agency for International Development

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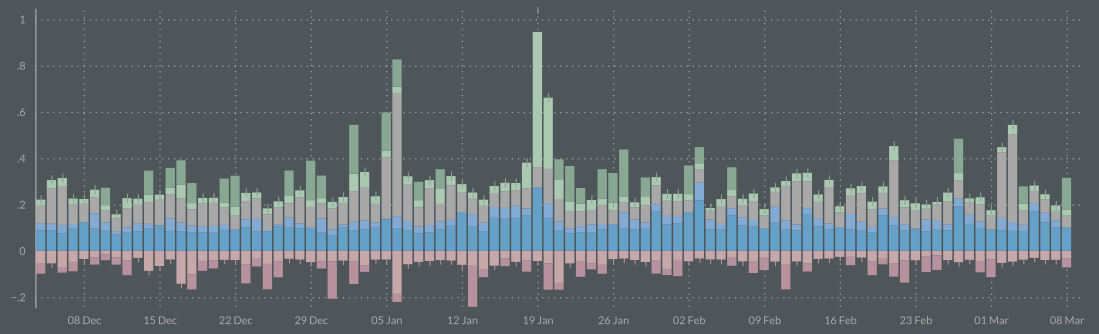
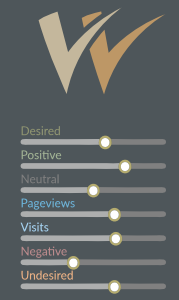




Story Detection | Success Metrics

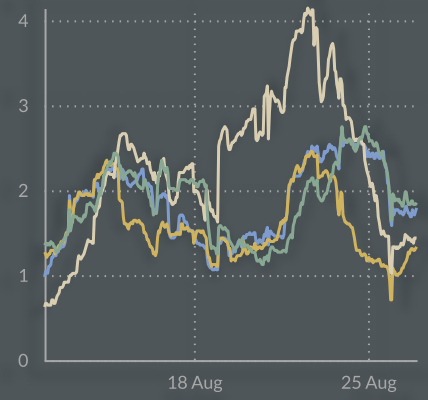
New methods to identify emerging stories and track perceptions across media channels

Weichselbraun, A., Steixner, J., Braşoveanu, A., Scharl, A., Göbel, M., and Nixon, L. (2022). "Automatic Expansion of **Domain-Specific Affective Models for Web Intelligence Applications**", *Cognitive Computation, 14(1): 228-245.*

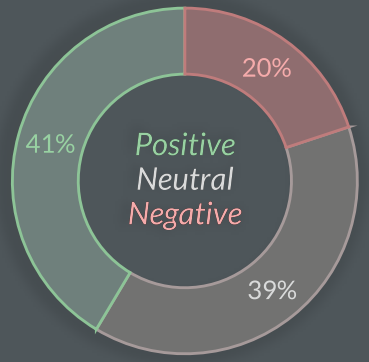
Reference Project

Success Metrics – Beyond Sentiment

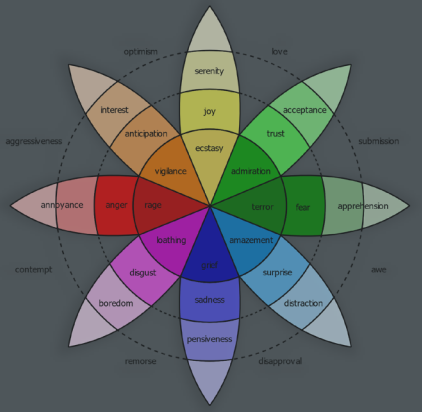
Share of Voice



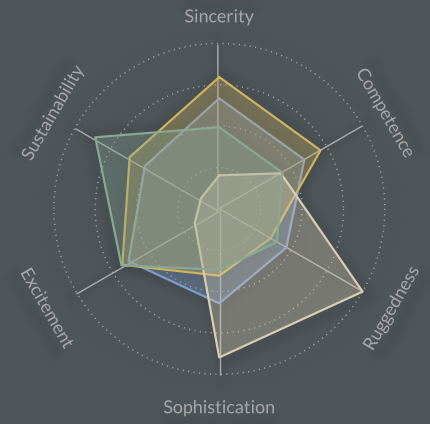
Sentiment

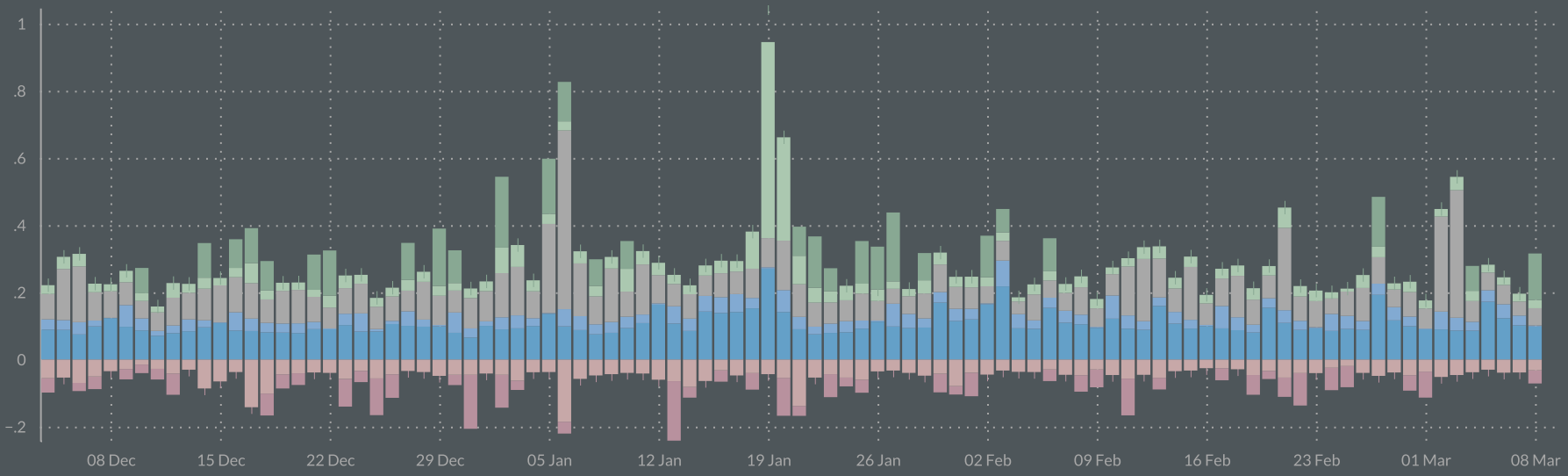


Wheel of Emotions



Brand Reputation





WYSDOM Success Metric

Reference Project

Success Metrics – U.S. Department of Commerce

News and social media channels represent important interfaces to customers and stakeholders. webLyzard's award-winning Web intelligence platform analyzes and visualizes emerging trends across these channels.

To support decision makers, we identify relevance and sentiment of online content, measure brand reputation and provide the industry's most advanced communication success metric.

Given the intense attention that online media channels attract these days, key questions for large organizations such as NOAA are how stakeholders perceive specific issues, how opinion leaders react to new insights, and how journalists present scientific knowledge to the public. The metrics and visualizations of webLyzard have proved invaluable for addressing these questions.

David Herring

AAAS Fellow and Director of Communications at the Climate Program Office of the U.S. National Oceanic and Atmospheric Administration (NOAA)

Explore » Track » Compare

www.weblyzard.com/science-communication

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Brand Communication
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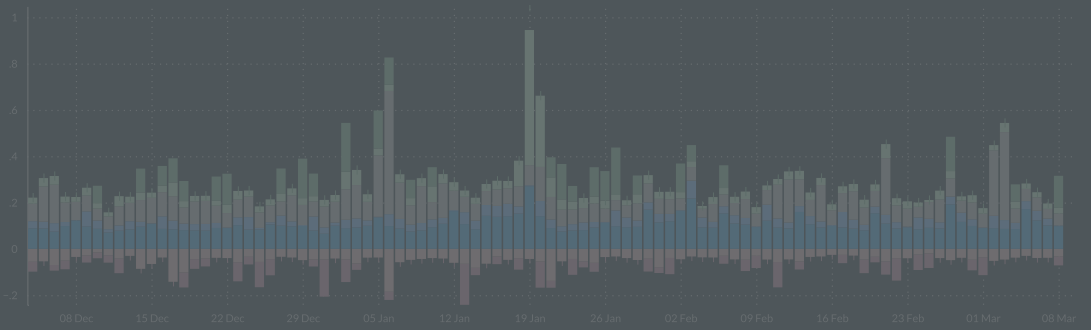
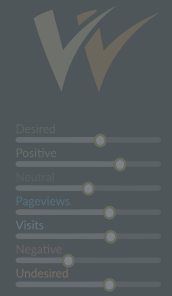




Story Detection | Success Metrics

Novel methods to identify emerging stories and track perceptions across media channels

Event and Topic Prediction

Anticipate future trends to optimize campaigns and identify publication opportunities

Publish & Promote

Semantic Search
Impact Optimization

Listen & Predict

Brand Communication
Success Metrics

Integrate & Visualize

Knowledge Hub
Visual Analytics

UNEP

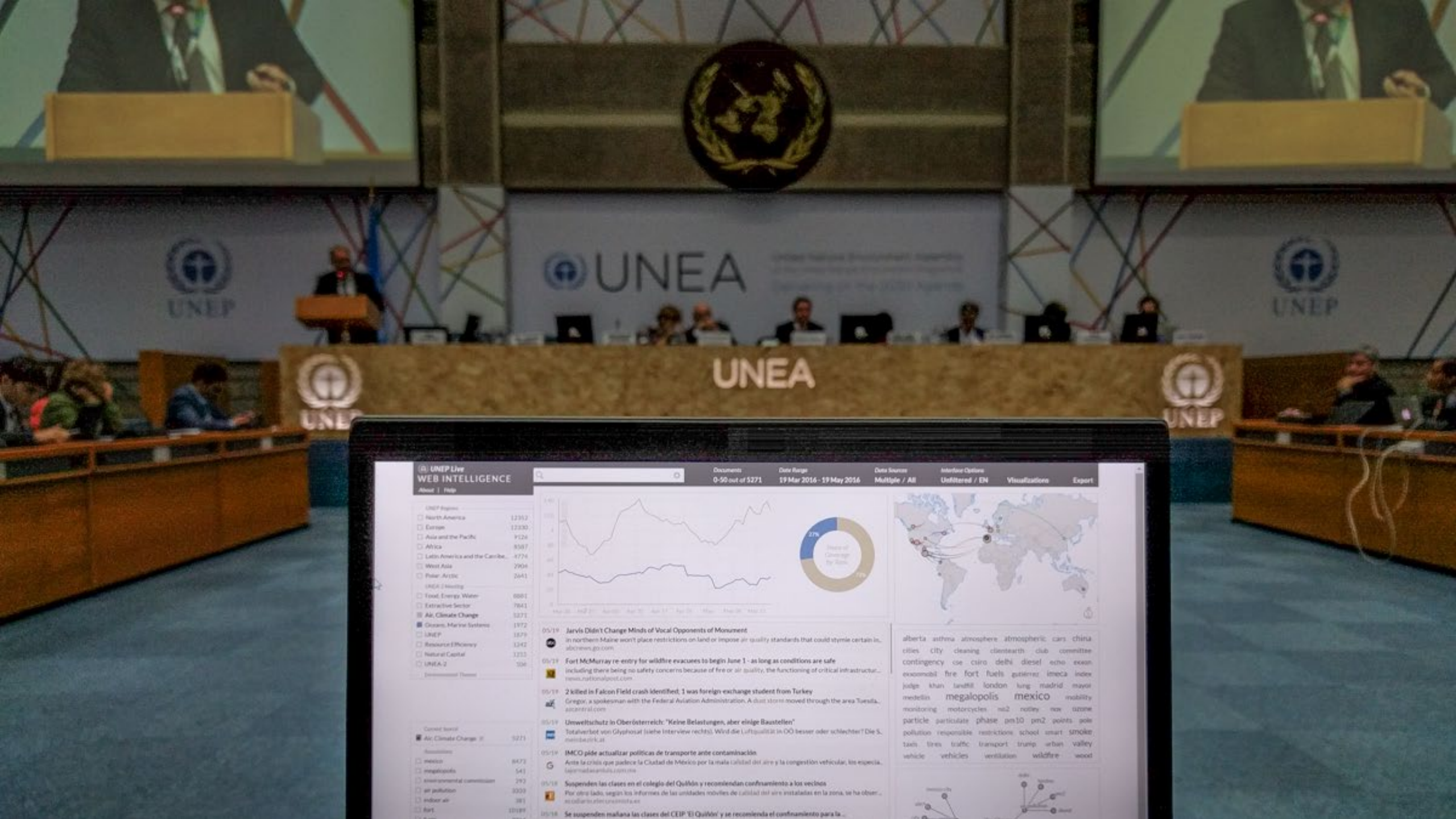
SDG Intelligence

unep.webLyzard.com

Semantic Data Integration

Better understand not only real-world processes but also what influences public opinion about these processes (environmental risks, consumer decisions, etc.)

www.weblyzard.com/unep-live


UNEA
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WEB INTELLIGENCE
Documents
0-50 out of 5271
Date Range
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Data Sources
Multiple / All
Interface Options
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Visualizations
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Jarvis Didn't Change Minds of Vocal Opponents of Monument
Fort McMurray re-entry for wildfire evacuees to begin June 1 - as long as conditions are safe
2 killed in Falcon Field crash identified, 1 was foreign-exchange student from Turkey
Umweltschutz in Oberösterreich: "Keine Belastungen, aber einige Baustellen"
IMCO pide actualizar políticas de transporte ante contaminación
Suspenden las clases en el colegio del Quiñón y recomiendan confinamiento a los vecinos
Se suspenden mañana las clases del CEIP 'El Quiñón' y se recomienda el confinamiento para la ...
megalopolis
mexico

SDGs

Sources

697 results

NGOs | Companies | Government

WWF statement on WEF Global Risk Report 2024

10 Jan wwf.panda.org

adopted by UN member states in 2015 has the

Sustainable Development Goals (SDGs)

The most recent UN eva

e 17

it Goals (SDGs) at its heart.

ent on evaluation found that, despite...

Climate change and nature loss pose greatest risks for humanity: WEF G

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adopted by UN member states in 2015 has the 17 Sustainable Development Goals (SDGs) at its heart. The most recent UN evaluation found that, despite...

Strong governance makes smallholder farmer organisations vital partners | International Institut...

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The 2023 UN Sustainable Development Goals (SDGs) Report (PDF) paints a sad picture: 50% of SDG targets are showing insufficient progress, with 30% either...

Green budgeting is a paradigm shift in the way economic planning is approached: Message from...

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green budget for the fiscal year but also provided baseline indicators aligned with SDGs, demonstrating a proactive approach towards global sustainability...

Call for Papers: Biochar Journal Special Issues - International Biochar Initiative

Documents

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Geographic Map

15 Nov 2023 — 15 Jan 2024

UN environment programme

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Data Export

SDGs 1791

August September October November December

Narendra... Persons António Guterres William Ruto Bola Killer Xi Jinping Lil Wayne Joe Biden Dev Swarup Abid Suleri Sheikh Hasina

METADATA

kenya

Sources - Aggregated

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Sentiment

Positive 1448

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Recency

scenario development
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forum meeting

urdu
shafqat
punjabi
climate change
sdg implementation
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mali
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Map

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alliance 69

asia 169

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asian institute 28

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cop 67

economic forum 34

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CLIMATE CHANGE · ASIA · FORESTS 13 Articles

Embarking on Excellence: AIT Welcomes Spring 2024 Cohort - Asian Institute of Technology
s mission as a capacity-building institute focused on sustainable development in the Asia-Pacific region. Stressing AIT's commitment to sus
ait.ac.th · 05 Jan

Transforming The World's Agrifood Systems Starts With R...
forbes.com · 04 Jan

From Talent Gaps to ESG Goals, 4 Imperatives Facing Asia ...
deloitte.wsj.com · 05 Jan

Protracted period of low growth looms large, undermining ...
un.org · 04 Jan

Indian economy outperforming peers, projected to grow at ...
timesofindia.indiatimes.com · 05 Jan

METHANE EMISSIONS · CARBON DIOXIDE · CLIMATE CHANGE 13 Articles

Hottest year ever, what can be done? Plenty: more renewables and nuclear, less methane and m...
and slow climate change, according to the United Nations' sustainable development goals. The UN says start saving energy wherever possible —
newsday.com · 09 Jan

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independent.co.uk · 09 Jan

Hottest year ever, what can be done? Plenty: more renewa...
apnews.com · 09 Jan

Hottest year ever, what can be done? Plenty: more renewa...
baltimoresun.com · 09 Jan

What is 'degrowth' and can it be the key to saving our plane...
cleveland.com · 09 Jan

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Event: Joint Session of the Animals and Plants Committees | SDG Knowledge Hub | IISD
Animals Committee will take place from 15-19 July. To receive SDG event notices, news, an analysis in your inbox, subscribe . To share inf
sdg.iisd.org · 18 Jan

Innovation

R&D Funding – Selected Projects

Federal Ministry
Republic of Austria
Climate Action, Environment,
Energy, Mobility,
Innovation and Technology

FFG
Promoting Innovation.

Event Prediction
www.epoch-project.eu

EUR 500,000 | 2019-2022
Project Coordinator

AI / Deep Learning
www.weblyzard.com/gentio

EUR 650,000 | 2020-2023
Project Coordinator

HPC and Big Data
www.weblyzard.com/evolve

EUR 11.0 Mio | 2018-2021
Visualization Engine

Impact Measurement
www.indices-culture.eu

EUR 3.0 Mio | 2020-2023
Dashboard Integration

Horizon 2020

Federal Ministry
Republic of Austria
Climate Action, Environment,
Energy, Mobility,
Innovation and Technology

FFG
Promoting Innovation.

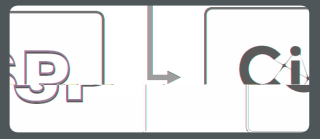
Semantic Data Pooling
www.weblyzard.com/crisp

EUR 720,000 | 2021-2024
Project Coordinator

Explainable AI
www.weblyzard.com/cimple

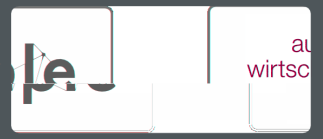
EUR 1.0 Mio | 2021-2024
Work Package Leader

Impact Optimization
www.weblyzard.com/optus



EUR 195,000 Mio | 2021-2022
Project Coordinator

Risk Assessment
www.project-criteria.eu



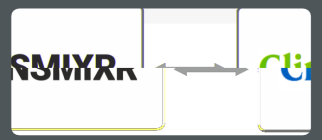
EUR 4.9 Mio | 2021-2024
Platform Integration

Horizon 2020

Federal Ministry
Republic of Austria
Climate Action, Environment,
Energy, Mobility,
Innovation and Technology

FFG
Promoting Innovation.

Knowledge Hub
www.sdghub.at



EUR 735,000 | 2022-2025
Project Coordinator

ML for Knowledge Graphs
weblyzard.com/kwowledge-graph

EUR 4.0 Mio | 2022-2025
Work Package Leader

Immersive XR Services
www.transmixr.eu

EUR 5.4 Mio | 2022-2025
Platform Integration

Climate Services
www.climateurope2.eu

EUR 9.0 Mio | 2022-2027
Platform Integration

Horizon Europe

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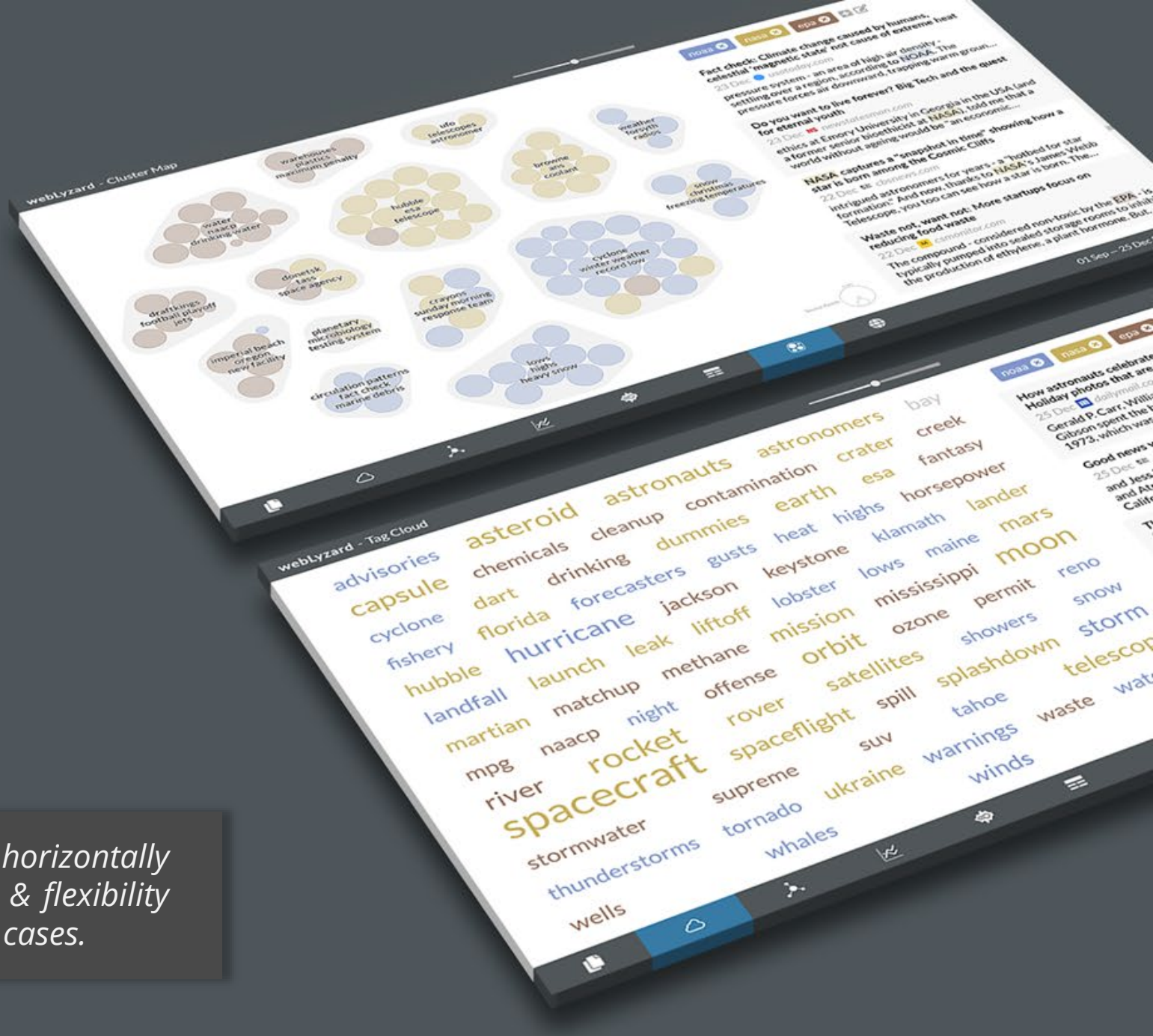
API Data Services
Embeddable Visualizations
weblyzard.com/api
weblyzard.com/category/visualizations

Content Editor & SEO Tool
storypact.com

*A wide range of **output formats** and a modular, horizontally scalable REST API framework reflect the maturity & flexibility of the webLyzard platform for a wide range of use cases.*



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