

INFLO

Smart audio for high research engagement and ROI

Breaking the screen barrier, spoken audio creates time, freedom and flexibility for audiences to consume more content on the go.

Spoken audio consumption among professional audiences is growing fast worldwide:

75% of the U.S population listen to spoken audio content monthly;
45% listen daily.

The average US adult listens to digital audio for
94 minutes a day

66% of the UK population have listened to online audio in the past week

Innovative investment banks are riding the audio wave to capture ear share. Wall Street's global research teams are now engaging audiences with smart audio using INFLO, the best enterprise audio software for the financial industry.

Backed by Amazon Web Services (AWS) and the Alexa Fund, INFLO's robust AI-technology can:

- Ingest complex financial information
- Narrate financial content with a natural voice, in up to 30 languages
- Let users easily capture, save and retrieve key points using voice commands
- Deliver granular sentence-level insight into audience consumption

Tens of thousands of investment professionals are listening each month to spoken audio research via INFLO, generating measurable growth in audience size, research consumption and engagement:

20%+ month on month audience growth

5x audiences are consuming **10+** research pieces per month

97% of audiences are listening to the entire content piece

INFLO offers a massive ROI for global research platforms that seek higher engagement in their content.

About INFLO

INFLO is the creation of EX-IQ Inc, based in the USA. Athens Technology Center (ATC) is the technology development partner of EX-IQ, and lead distribution of INFLO in Europe.

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