



## **Yisum Launches SEER - a Novel Application for Predictive Speed Dialing on Your Smartphone**

- ***The invention is based on a machine-learning algorithm that predicts the next outgoing call –***

Jerusalem, Israel, October 1, 2013 - Imagine the following scenario: you are on your way to a workout with your personal trainer. Parking, as always, is hell. And also, as always, you are late. While maneuvering the car in the heavy traffic, you try to search for your personal trainer amidst the hundreds of contacts on your smartphone, to let her know you are running late, but it is not an easy task. You give up, arrive an hour late and become the first person to have been fired by their personal trainer.

Now, Yisum, the research and Development Company of the Hebrew University, introduces SEER – a novel application for predictive speed dialing for smartphones. It is based on an innovative machine-learning algorithm that utilizes the user's past behavior and the context of the call to predict the next outgoing call. The contacts that the user is most likely to call next are displayed on the home screen and are constantly updated, enabling the user to easily make a call with just one click. The mobile app is available for all android smartphones devices. The technology is also designed to be easily integrated into any smartphone operating system. Yisum is now seeking a business partner for further development and commercialization of the technology.

"As our mobile phones get smarter, the basic action of making a call is becoming tedious. With hundreds of contacts, searching for the right contact is complicated, or even not possible while driving," **said Yaacov Michlin, CEO of Yisum.** "SEER makes your smartphone even smarter. It integrates information about our calling habits and location, and can predict who the user would like to call next. With SEER, there is almost no need to search for a contact and it takes only one click to make a call. SEER will dramatically upgrade the operating system and user experience for the use of cell phones."

SEER is based on a patented machine learning algorithm which has been proven successful in predicting outgoing calls. SEER's predictions are based on the users' call log, their location, and the context of the call (day, time, proximity to other calls, etc.). The algorithm continues to learn the user's habits and searches for patterns. The more a person uses SEER the better the application predicts outgoing calls. The application can be downloaded at

<http://www.seer.mobi/> and on Google Play, at  
<https://play.google.com/store/apps/details?id=com.seer>

The machine-learning algorithm was invented by Assif Ziv and Ohad Assulin as part of their studies in the Cognitive Science Department of the Hebrew University. The mobile application was developed by Assif Ziv, Tomer Weller and Yinon Masad.

### **About Yisum**

Yisum Research Development Company of the Hebrew University of Jerusalem Ltd. was founded in 1964 to protect and commercialize the Hebrew University's intellectual property. Products based on Hebrew University technologies that have been commercialized by Yisum currently generate \$2 Billion in annual sales. Ranked among the top technology transfer companies in the world, Yisum has registered over 8,100 patents covering 2,300 inventions; has licensed out 700 technologies and has spun out 80 companies. Yisum's business partners span the globe and include companies such as Novartis, Microsoft, Johnson & Johnson, Merck, Intel, Teva and many more. For further information please visit [www.yisum.co.il](http://www.yisum.co.il)

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