Press release

Berlin Start-up on Course for Success:

hyScore.io Now Available on AWS Marketplace

Berlin, 24 July 2018 - hyScore.io is now available on Amazon Web Services (AWS) Marketplace. hyScore.io is an independent and cross-industry supplier of contextual data. Advertisers are able to use the Artificial Intelligence-based technology to transparently and reliably analyse and evaluate text content in order to place their advertising in suitable and safe environments.

"For us, being available on AWS Marketplace is one of the biggest milestones since we were founded last year," says Michael Boecher, founder and Managing Director of hyScore.io. "Especially since the GDPR has become legally valid, contextual data is becoming increasingly relevant as it is gathered without cookies. Access to this type of data, however, is often complicated and therefore also expensive. Many companies lack core expertise in the fields of natural language processing (NLP), the associated analytical methods and self-learning algorithms (deep learning). We are now closing this gap with for AWS customers."

hyScore.io was founded in March 2017 by Michael Böcher (42 years of age) and Lucas Hausmann (33 years of age), both experts with many years' experience in the digital economy and automatic text analysis. Numerous well-known investors such as Martin Sinner and VEMAG Verlags- und Medien AG, as well as other business angels, are now already backing the company.

hyScore.io recently became a member of the German Start-Up Association and the Bundesband Digitale Wirtschaft (BVDW) organisation. Through these associations, the company is keen to help drive the founder culture in Germany forward while highlighting and stepping up the relevance of contextual data and analyses at the same time.

About hyScore.io

hyScore.io is an independent, cross-industry supplier of contextual data. The Berlin-based company uses its highly flexible and easy-to-use technology to analyse contextual data quickly and securely, delivering high-quality results. The Artificial Intelligence-based technology transparently and reliably identifies and evaluates content such as relevant keywords and categories from selected contexts

in order to make them usable for other purposes. hyScore represents tailor-made solutions, reliable service and fair prices while keeping costs completely under control. The technology can be used across all industries and can be configured to customers' individual requirements. A team of seasoned experts helps customers to find the best solution for them without any setup fees or complex agreements. hyScore.io can be used anywhere in the world and is already analysing contextual data in over 18 languages and on numerous online markets.

Further information can be found at www.hyScore.io.

Image material can be found in hyScore.io's press area.

Press contact:

Silke Berg PR
Silke Berg PR
Abt Hadamar-Str. 2a
36041 Fulda

E-mail: silke@silkeberg-pr.de
Mobile: +49 151 6190 7681