



Journée TIC-Sécurité *Horizon 2020*

**Session d'émergence de projets
et de présentation des compétences**

Paris, 10/02/2015



ARTADYS



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- **Brief description of the company:**

ARTADYS is a product oriented company registered in Paris, France as an E.U.R.L / S.A.R.L by Cristian BEZA in 2006 R.C.S Paris 490 059 227 under the name ARTADYS.

ARTADYS is operating in the field of Web users analysis.

ARTADYS solved the problem of interactive and predictive human interactions.

Human Behavior is at the origin of all the human activities, so by monitoring aggregate internet intelligence, and providing maps, ARTADYS will collect and manage human interactions for economic or social benefit, like by example interactive advertising or predicting security issues.



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WEB 5.0 Singularity - Reading the internet users mind (terrorists in this security case)

- ARTADYS make available on a Web site and platform PremiumExecutiveDashBoardServices and on smartphones both in real time 7 features starting with Personalities traits aggregates ranking, in order to capture value from the market in short time.
- ARTADYS done a demo who aggregate the personalities of supporters of 2 football teams during a Champions League game in real time, see the Annex « Arsenal vs. Liverpool »
- Imagine you can visualise by Web site and platform or by smartphone a kind of Google map with the behavior of an audience and the client can take decisions according to the internet users mood, events or personalities, then to make predictions to change their minds. We will be inside the internet and that's singularity: Reading the minds of internet users.



Expertise



- **Potential partner requirements** (if you want to build a consortium): **in France we need:**
- **Traction or Financial partners needed**
- **Identified call(s):** <http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/calls/h2020-fct-2015.html>
- **FCT-6-2015: Law Enforcement capabilities 2: Detection and analysis of terrorist-related content on the Internet**



Expertise



Topic:

FCT-16-2015: Ethical/Societal Dimension Topic 4 - Investigating the role of social, psychological and economic aspects of the processes that lead to organized crime (including cyber related offenses), and terrorist networks and their impact on social cohesion

• **Optional additional Identified call(s) we must apply:**

FCT-01-2015: Forensics topic 1: Tools and infrastructure for the extraction, fusion, exchange and analysis of big data including cyber-offenses generated data for forensic investigation

Topic:

FCT-04-2015: Forensics topic 4: Internet Forensics to combat organized crime

Topic:

FCT-09-2015: Law Enforcement capabilities topic 5: Identity Management

Topic:

FCT-15-2015: Ethical/Societal Dimension Topic 3: Better understanding the role of new social media networks and their use for public security purposes

Topic:

FCT-17-2015: Fast track to Innovation Topic



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- Terrorism is the use of violence in order to influence the organization of society whether along political, religious, social or economic lines.
- Terrorism is ultimately a political behavior and the prize is influence over the constituency.



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Product features



- 1) Behavior Ranking, include events and how human behavior interact with events.

- . 2) Attitude Ranking, include emotions, mood, anger and judgements, sentiment metrics, hate, love, arrogance, etc

- . 3) Personalities Rankings (Marco TATTA has released 2 products in personalities ranking on users on Facebook and got 2 Awards in Europe site <http://www.uxi.it/portfolio/bigud>) and site <http://www.bigud.it> concerning the five personalities traits. TRL7 attended see Annex demo / prototype for ARTADYS

- . 4) Mindshare (Professor FEINSTEIN got 2 Awards from Military Operations Research Symposium MORS and AOL about Web centered users preference acquisition <http://zaziforum.com/www/people/jfeinstein.html>) include brand assessment, profiling, de- radicalisation, competitiveness, riots, manifestations, peer effect, loyalty, segregation, etc, beyond TR7 has been attended and

- . 5) Biometric Ranking (please read <http://www.artadys.com/awards-prix/> because we will introduce the book of Professor Dr Artūras KAKLAUSKAS « Biometric and Intelligent Decision Making Support » here is the link of published book We can find Lithuanian end user and they will be involved in the project from the beginning. We can develop a Work Package related to biometrics. My Springer book "Biometric and Intelligent Decision Making Support" already published:
<http://www.springer.com/engineering/computational+intelligence+and+complexity/book/978-3-319-13658-5>
<http://www.amazon.com/Biometric-Intelligent-Decision-Support-Reference/dp/3319136585>

- in massive mining datasets <http://infolab.stanford.edu/~ullman/mmds/book.pdf> book
 - 6) IP geographic location, Languages detection & translation

- . 7) step 2 automatize and modify the Google's formulas, PageRanking and use Jaccard index applications to modify (MapReduce, Locality-Sensitive Hashing, Stream-Processing Algorithms, Web Link Analysis, Frequent-Itemset Analysis, Clustering, Computational Advertising, Recommender Systems, Social-Network Analysis, Dimensionality Reduction, Large-Scale Machine Learning).



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- 15 Data Scientists repartis sur 5 continents / each feature (100 per year) this is ARTADYS asset
- Focus today on Attitude Analysis
- Meilleurs Universités et Centres de Recherche dans le monde.
- Plusieurs produits et Awards / Prix



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- Individual Radicalisation, De Radicalisation, Peer Effect, Segregation,
- Group Dynamics (12 most lethal terrorists groups)
- Psychologie des leaders et des posters



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- ARTADYS peut répondre aujourd'hui à cette demande « Proposals should focus on the accurate identification of terrorist online communities (even hiding their real identity), accurate and fast categorization of malicious content published by terrorists and their supporters in multiple languages, large-scale temporal analysis of terrorism trends, and real-time summarization of multilingual and multimedia information published by terrorists, including content filtering for mis- and disinformation and framing. In addition, linking pseudonyms and finding the original author should be part of the research. The developed methodologies should be able to handle massive amounts of multilingual and multimedia web content in minimal time. The scope of the proposed tool should involve law enforcement bodies from the design phase to the prototyping and test phase. » lien <http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/1117-fct-06-2015.html>