



## **WHAT SETS US APART FROM OTHERS?**

### **PRECISE | EXHAUSTIVE | TIMELY | INSIGHT**

**uMax Data Technology Limited** is formed by a group of professionals from Hong Kong, Taiwan, Macao and Singapore who specialized in Internet research, big data technology, data mining and data analysis consultancy. The team affiliates with ERS e-Research & Solutions, a Macao-based research and data mining company.

Based on our **DATA IN VALUE OUT** principle, the platform we built to tackle public opinion monitoring and analysis can filter large amount of irrelevant data, allows users to capture the useful information to facilitate their decision-making. The cutting-edge technology deployed by the platform offers users a handy way to do both real time monitoring and in-depth analysis capacity including report generating. Handling non-textual media source is one of our strengths, which definitely will help our users to meet the challenges of the digital media ecology today.

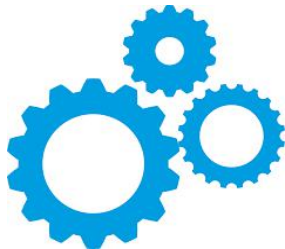
# WE ARE A DEDICATED DATA MINING SERVICE PROVIDER

## SAAS Platform for Media Tracking and Analysis

- All-media approach including online news and major social media
- Strong in social media coverage,
- Covered the most active forums of Hong Kong to track down hot buzz
- Identify KOLs of the town, such as public figures, politicians and columnists
- User-friendly platform with flexible functionalities



## Construction of Customized Data Platform



- All-in-one internal media management platform
- Online database and dashboard
- Tailor-made platform with specific analytic functions
- Tailor-made platform with research coding functions

## Special Reports

- Special media clipping reports
- Data mining and analysis report
- Campaign effectiveness analysis
- Public opinion survey
- Longitudinal public opinion analysis
- Competitor analysis
- Branding analysis



## OUR CREDENTIAL

### Clients

- Hong Kong Jockey Club
- Hong Kong Baptist University
- Xinhua News Agency
- Macau SAR Government
- CTM
- Macao Television Broadcasting Ltd (TDM)

### Partners

- CMRS
- Ahead Consultancy

# xMiner

is an integrated platform providing instant all-media monitoring, clipping, auditing, analysis and alert for clients

## Major Features



24 x 7 tracking and monitoring with instant update



Comprehensive coverage on all e-media, especially strong in social media monitoring



Full spectrum analysis including exposure, sentiment, influencers, engagement, trend and correlation of events



Customized dashboard construction and reports



Multi-platform available for PC and mobile

## TO REACH US



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