



**seeya**

Realize with real eyes.

An aerial, top-down view of a large, diverse crowd of people gathered in an outdoor public space. The individuals are of various ages, ethnicities, and are dressed in casual summer attire. Many are looking towards the camera, while others are engaged in conversations or looking at their mobile devices. The scene is brightly lit, suggesting a sunny day.

# Insight

We are living in an informational society. The creation, distribution, use, integration and first of all, the manipulation of information is a significant economic, political, and cultural activity. The digital citizens are the people who take part in this society and live by its rules.

These people inhale information. The problem is that usually it doesn't matter what the sources of these information are.

Are they superficial? Don't they care that much? Is it a lack of information we are facing here? Or simply manipulation? Because it's not that they don't have an opinion, it is just that often these people have a really specific opinion based on other people's. Second hand information.



# Idea

SeeYa gives you the opportunity to get visual information from all around the globe. Information which is nothing else but reality.

We show you reality so you can have a distilled opinion after you looked at it yourself. Is the Antarctic ice sheet really reducing? Is there a war in Syria for sure? People are starving in whole Africa? Are the russians ruining the city of Marseille after a soccer game in this very moment? Is there a big crowd of disgusted people in London After the Brexit happened? Or are you just curious about the moving of the herds of elephants? Why don't you look at it yourself?

You can't have an excuse for not being informed anymore. Or being misinformed. Make sure that you are a modern, smart citizen of the informational society. SeeYa helps you to be that.

# Pre-roll

Targeted youtube pre-roll before any type of video content related to news. (Culture, politics, sports, nature, economics, etc.)

Invocation of the user with a provocative question.  
Offer him/her a better choice to do his/her will.

Showing the questions that motivate people to get information.  
Questions, they can easily answer using SeeYa.



**So you need some news, huh?**



# Extra

Giant floor stickers with the snapshot of the location of a big political or cultural happening without people. Take place on the ground floor of malls, in subway stations, on frequented squares, anywhere people can have a look from above.

The people of the street will complete the snapshot and make it live. From above it is seen as a satellite picture from SeeYa. We show the coordinates and encourage people to look at it themselves and find out more about the world.

For eg.: *Thousands of people stucked in the Idomeni migrant camp.*

*Look at it yourself at [seeya.com](http://seeya.com)*

*41°7'N 22°31'E*



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see ya

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41°7'N 22°31'E

An aerial photograph of a busy beach. The top of the image shows the ocean with white-capped waves washing onto the shore. The beach is filled with numerous colorful beach umbrellas in shades of green, yellow, red, blue, and orange. People are scattered across the sand, some sitting on lounge chairs and others walking. The overall scene is vibrant and captures a typical summer beach day.

Thank you for  
your attention!