

MADiMAN

Multimedia Application for Diet MANagement



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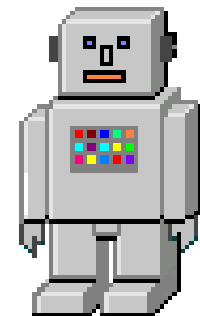
Dipartimento di Informatica

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6-7th February 2014



Scenario

- Green Economy
 - ◆ The food is Cool
 - ◆ Health and wellness
 - ◆ Persuasive Messages: Parempi valinta
- Ubiquitous computing
 - ◆ Human Computer Interaction
- Artificial Intelligence is among us
 - ◆ Natural Language Processing: Watson
 - ◆ Automatic Reasoning: Roomba, Farmer

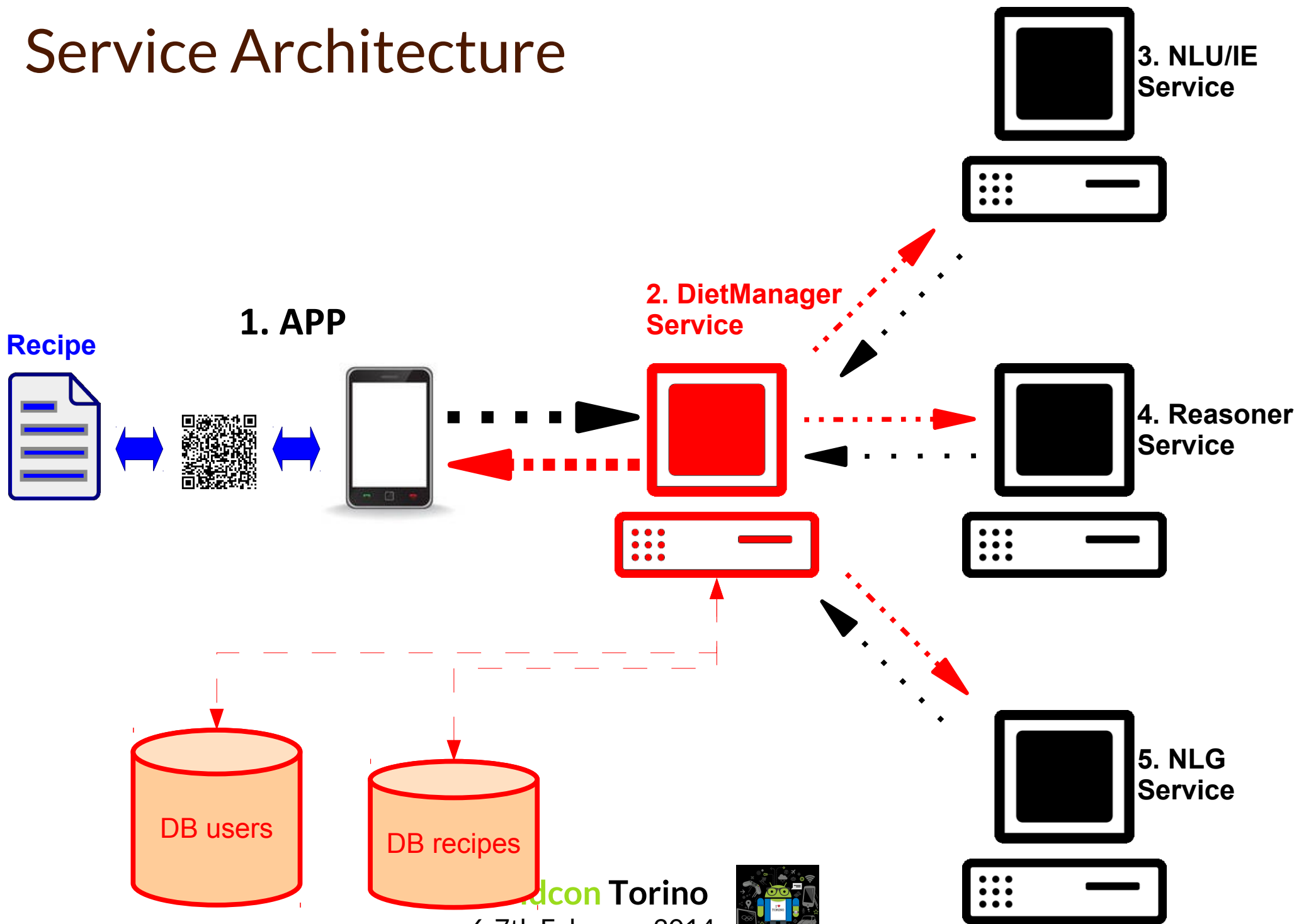


3 User Interaction situations

- **Restourant**
- **Mensa**
- **Hospital**



Service Architecture



MADiMAN Team

- University
 - ◆ 2 A.I. Researchers
 - ◆ 1 Nutrition Researcher
 - ◆ 2 students
- Private Companies
 - ◆ App Design
 - ◆ NLP
- Cloud Architecture



Core Technologies

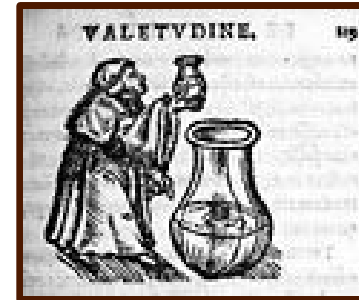
- Artificial Intelligence for diet management
 - ◆ NLP for recipe analysis
 - ◆ Automate Reasoning about diet and recipes
 - ◆ Persuasive multimedia NLGeneration
- Cloud Architecture



The Market

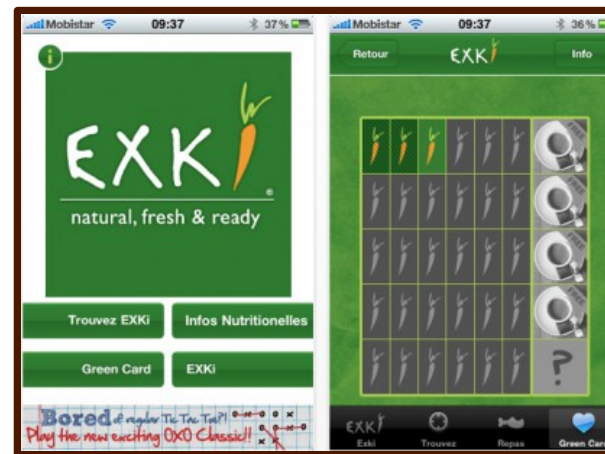
- **Diet**

- ◆ ~10k APPs
- ◆ Free -> ... -> 2€ -> ... -> 7€



- **Food Enterprises**

- ◆ Exki
- ◆ McDonald's



The **real** competitors

- *DailyBurn Lose It! MyNetDiary AlowGIDiet WeightWatchers*

Dizionario Alimentare...

- **Project strenghts:**

- ◆ AI for food-diet analysis

- **Project weakness:**

- ◆ AI for food-diet analysis
- ◆ Market presence



Request For Comments!



Thanks!

<http://di.unito.it/madiman>

Partially founded by: Programmi annuali Poli d'Innovazione
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