



## Overview

SNOWFLIX improves the way audience with ASD consume and understand media content.

## Background

Autism spectrum disorder (ASD), refers to a broad range of conditions characterized by challenges with social skills, repetitive behaviors, speech and nonverbal communication. According to the Center for Disease Control, autism affects an estimated 1 in 59 children.

Researches show that with individualized personal care and the combination of innovative technology and educational methods - communication and understanding of complex social situations can be improved.

## A 16 year old that watch “Teletubbies” learns nothing new.

A large percentage of kids and adolescents on the autistic spectrum watch content that is not appropriate for their age, being attracted to their visually familiar content or a narrow field of interest, for example - specific motion graphics (End credits, Logos, cartoons etc.)

## Atypical content for Atypical People

Based on the known sensory characteristics of autism, analyzing the viewing habits of adolescents with autism, working professionals, parents, and adults with autism, we have established guidelines for producing audiovisual content in a way that will enable the best cognitive-language-social accessibility.

In this way, it will be possible to engage viewers, to teach life skills, educate and reflect stories and situations from the world of children and adolescents with autism in the best way possible.

## Collect Data, Learn, Improve

Content distribution on a digital platform, will allow tracking and analysis of user viewing habits based on parameters that are relevant to audience on the autistic spectrum and later on will lead to the creation of continuous research and database that will have many significant research values.

## Who We Are

Content Development and Production Specialists, Product and Business Development, full stack web applications, mobile applications and databases, Autism researcher and Special needs lecturer.

Snowflix Has been active for the past 6 months, focusing on research & development of both content and technology.

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