



Where only IQ counts

The logo for twiQ, featuring the word 'twiQ' in a dark blue, handwritten-style font. The 'Q' has a long, curved tail. The logo is set against a light blue circular background that is part of a larger graphic of a television set.

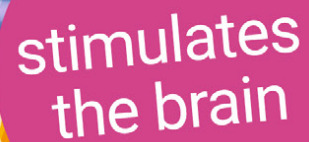
twiQ

A dark blue circular badge with white text. The text reads 'powered by' in a smaller font, followed by 'MENSEA' in a larger, bold font, and 'Authority' in a smaller font below it. The badge is surrounded by various colorful icons including a ghost, a padlock, a target, and a dinosaur.

powered by
MENSEA
Authority

A large, light blue television set with a wide screen. The screen displays the text 'First television that has brain' in a dark blue, sans-serif font. The television is surrounded by various colorful icons and shapes, including a ghost, a padlock, a target, a dinosaur, and a brain.

First television that has brain

A pink circular badge with white text. The text reads 'stimulates' on the top line and 'the brain' on the bottom line. The badge is surrounded by various colorful icons including a sun, a brain, and a brain.

stimulates
the brain

A pink circular badge with white text. The text reads 'helping IQ' on the top line and 'to rise' on the bottom line. The badge is surrounded by various colorful icons including a sun, a brain, and a brain.

helping IQ
to rise

A pink circular badge with white text. The text reads '24 hours' on the top line and 'a day' on the bottom line. The badge is surrounded by various colorful icons including a sun, a brain, and a brain.

24 hours
a day

A pink circular badge with white text. The text reads '3 major' on the top line and 'categories' on the bottom line. Below the text, in a smaller font, are the words 'KIDS, JUNIOR, MASTER'. The badge is surrounded by various colorful icons including a sun, a brain, and a brain.

3 major
categories
KIDS, JUNIOR, MASTER

A pink circular badge with white text. The text reads 'all supported' on the top line, 'by Mensa' on the middle line, and 'authorities' on the bottom line. The badge is surrounded by various colorful icons including a sun, a brain, and a brain.

all supported
by Mensa
authorities

A pink circular badge with white text. The text is the number '60'. The badge is surrounded by various colorful icons including a sun, a brain, and a brain.

60

twiQ

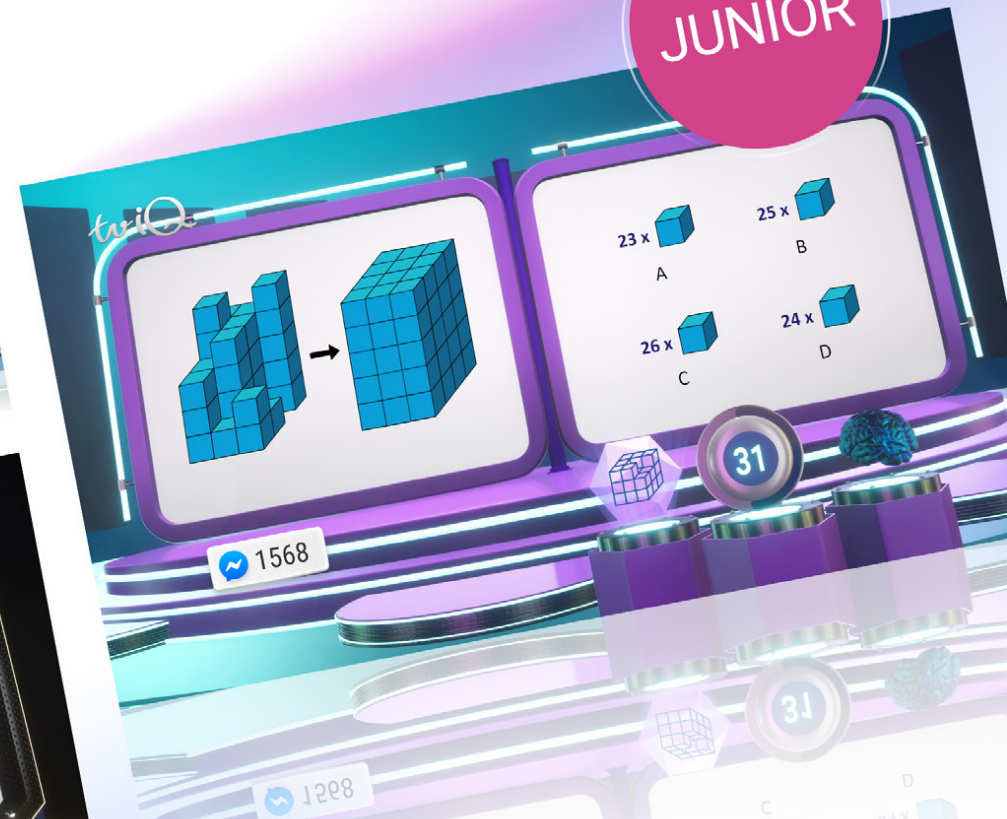
Where only IQ counts

3 major categories

JUNIOR

KIDS

MASTER





twiQ


Where only IQ counts


powered by
MENZA
Authority

**Not only
boring
edutainment**

23 x 
A

25 x 
B

26 x 
C

24 x 
D

linear tv channel - corner stone

interactive - personal relationship
with the global audience of viewers

social - building up strong and active community

twiQ

Where only IQ counts

powered by
MENZA
Authority

Entertainment to all directions

Linear channel

attractive and fresh content

amusing categories

*on screen connection with viewers
(stats, pictures, scores etc.)*

competitive and educational

Interactivity

online chat

users can play and compete

FB Messenger

*simple gaming & scoring
with smart phone*

personalised communication

automatised and customised

Community booster

*building the social/fan
community on FB*

different language versions

attractive enviroment

marketing tool

twiQ

Where only IQ counts

Marketing and CRM engine

continuous experience for viewers and players

online statistics / scoring & feedback /

online interactivity

reminders, teasers, boosters to motivate
the target group to stay active progress featuring

data collecting

fun facts

CRM to manage perpetual interaction between
viewers and tv channel

EPG information - you can ask through
the messenger engine what programme is next

Network PVR - managing TV with chat interface





twiQ

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contact

