## ELECTION'16



Election focused news articles are regularly harvested from the top online media agencies worldwide.

NEWS

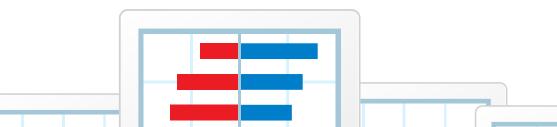
NEWS

2

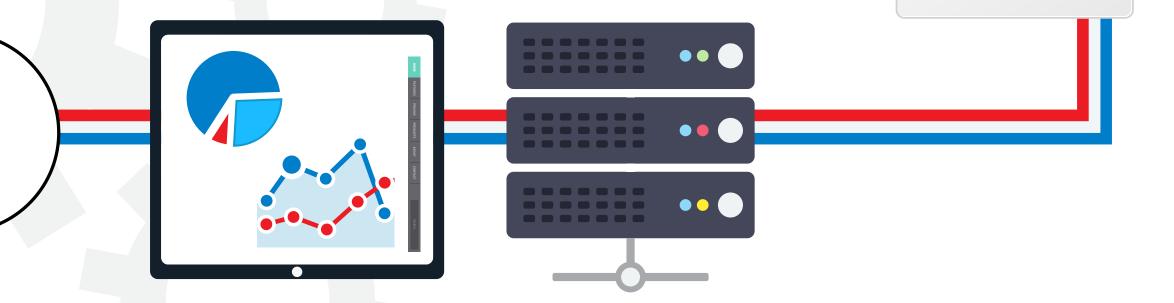
## **OpenText InfoFusion**

retrieves the election focused news articles and Twitter feeds from media agencies.

Raw text from the articles is processed by InfoFusion to determine sentiment and extract people, places and topics.



Visual summaries of the processed information are designed, then housed and deployed on **OpenText Information Hub**.



The Information Hub-based visuals are seamlessly embedded into the Election App using **Information Hub's JavaScript API**.



## Users enjoy interactive analytic visualizations that allow them to reveal interesting facts and gain unique insights from the unstructured news articles.

## **Analytics Powered by** OPENTEXT<sup>™</sup>

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