

# Nodwin Gaming in Partnership with Blink Delivers Autonomous Content Creation from Live Games

## Partnership Previewed Combined Capabilities at India's PUBG Mobile Club Open (PMCO)

(November 18, 2019 – Jerusalem) Blink, the leading AI highlight clip producer, today announced that it has partnered with Nodwin Gaming, the premier and most recognized Indian esports company to amp their player team and fan engagement. Blink's AI producer cognitively selects the best action from esports teams and tournaments and automatically produces highlight clips that show the action from multiple perspectives. Clips created can be distributed in real time to drive more viewers and subscribers real time engagement. The partnership debuted their combined capabilities at the PUBG Mobile Open to great community reception.

"We are thrilled to partner with a company of the caliber of Blink to bring to our esports community such a powerful realtime high highlights content and social engagement platform," said **Akshat Rathee, Founder and CEO of NODWIN Gaming**. "Our marquee events like PMCO produce literally thousands of hours of content and Blink enables us to access the best moments of this content in real time and at convincing scale with a creative and personalized touch.

**Yori Nelken, chairman of Blink and GP of Cognitiv Ventures** said, "Blink's AI-driven technology enables gamers to focus on what they love – gaming – while easily sharing their unforgettable moments with their peers hassle-free. The results are more cohesive and vibrant gaming communities that are ultimately more sustaining for gamers and more profitable for publishers and event organizers."

Blink is the first to develop and commercialize a proprietary cognitive core that combines AI, voice and vision technology to analyze tournament games by individual lead players in real time, detects the most memorable moments and curate highly attractive, engaging and personalized clips for both broadcast and social media consumption.

**Ronen Shoval, Blink CEO**, said, "We are excited to partner with Nodwin Gaming and showcase at PMCO the full Blink capabilities. It's amazing to work with Akshat and his team on such a significant tournament. We believe that the content we create and the way we create significantly enhances community engagement by giving players, broadcasters and fans instant access to the best and brightest moments of an event."

**Abhijeet 'GHATAK' Andhare, Team Leader of Entity Gaming** said, "It's great for us to get such high-quality content during the tournament. At a time when we are fully focused on team performance, it's really valuable to have highlights to share with our fans. It gets them involved and keeps our social channels buzzing."

See a sample clip on Vimeo [here](#)

## ABOUT BLINK

Blink is a leading eSports technology company. Its proprietary deep learning, voice and vision technology stack automatically detects the defining moments of eSports game-play and instantly turns them into compelling stories for any gamer to save and share. Managed by a hybrid team of experienced gamers, storytellers and developers, and led by CEO and Founder Ronen Shoval, Blink offers a powerful tool that democratizes content creation to gamers and streamers worldwide.

## ABOUT NODWIN GAMING

The premier and most recognized esports company in India, NODWIN Gaming has played a pivotal role in developing the esports scene in the country. The Company has been instrumental in popularising competitive gaming in the country through its exclusive license partnerships with ESL, Dreamhack and ESWC. NODWIN Gaming works actively to run other marquee esports IPs such as the ESL India Premiership, the Mountain Dew Arena, KO Fight Nights among others. NODWIN Gaming additionally produces online content on gaming and esports such as Esports 360, The Games & Gadget Show, The Cosplay Genie Show. NODWIN also exclusively broadcasts International esports content in India. In January 2018, Nazara Technologies Ltd. picked up a 55% stake in NODWIN Gaming.

## ABOUT COGNITIV VENTURES

Cognitiv Ventures invests in early-stage cognitive AI companies with strong teams, disruptive business models and technologies that have large addressable markets. The fund's thesis is built on the proposition that in sectors where AI has been implemented at scale, it has delivered strong returns, increased profit margins and distinctly widened competitive advantages. Formerly known as OurCrowd First (OCF), Cognitiv Ventures is part of [OurCrowd](#), the world's leading equity crowdfunding platform, and is one of Israel's leading seed stage funds, having been recognized as Israel's most active seed fund by IVC for two years in a row.

### **For Press Materials:**

<https://blog.ourcrowd.com/nodwin-gaming/>

### **OurCrowd Press contact:**

Estee Yaari, OurCrowd  
IL: +972 50-200-7072  
[estee.yaari@ourcrowd.com](mailto:estee.yaari@ourcrowd.com)