Summarista: Your WordPress Content, Summarized by AI

Unlock Faster Insights and Say More with Less
Boost Engagement Through Instant, Clear and Multilingual Summaries

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Summarization: A Must for Modern News

- Readers often **lack time** to read full articles
- **Fast news** means readers want quick, clear main points
- News outlets must deliver **fast content** without losing quality
- Summaries help readers choose to read more or move on
- Quick summaries increase **engagement** and keep readers interested
- Concise content improves overall **user experience**
- Summaries highlight **key information** without overwhelming readers
- Helps readers quickly determine **content relevance**

Summarista: Smart News Summarization

- **AI-Powered Summaries:** Creates clear, concise summaries automatically
- **Multilingual Support:** Reaches global audiences with multiple languages
- **Customizable Summaries:** Allows fine-tuning to match tone or key points
- **WordPress Plugin:** Seamlessly integrates into WordPress CMS
- **Powered by Zetta AI:** Utilizes Zetta AI engines for advanced summarization
- **Content Length Control:** Adjust the summary length to fit specific needs
- **Easy Installation:** Quick plugin setup with no technical expertise required

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Zetta Cloud

Profile: Artificial Intelligence R&D

Founded 2013

Location Cluj-Napoca, Romania

KEY CUSTOMERS

VERITONE.

FutureWorkForce

CNRS Centre National de la Recherche Scientifique

INTERGRAPH Intergraph Computer Services

Euro comunic@re

CY4 GATE · ELETTRONICA GROUP

ALLIANCES

LT-INNOVATE.ORG The language technology industry association

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press cluster

HIGHLIGHTS

Pioneers in fake news detection algorithms

Deep Learning & Intelligent Data Analytics Research activities

Productized AI Natural Language Processing solutions

Innovators in No-Code Machine Learning Solutions

2013

2017

Market pivot

2019

2022

Știrili
Personalized news reader

- stirili.ro
- Web & Android App
- AI: web extraction, automatic classification, summarization, predictive analysis
- Similar apps: Facebook News Feed (2015), Google Feed (2017), Microsoft's Hummingbird (2018)

TrustServista
AI-powered news analytics and verification platform

- Funded by Google DNI.
- Designed for media professionals and analysts.
- SaaS: Web application, API, Chrome Extension - trustservista.com
- AI: multilingual NLP capabilities, massive data fusion & analytics.

IntelliDockers
Self contained text analytics engines for secure data processing

- NLP backend of TrustServista exposed as Docker containers: intellidockers.com
- AI CNN, RNN & Transformers: Summarization, Sentiment Analysis, Classification, Semantic Comparison, Q&A engines, Intelligent OCR, Language Detection, Named Entity Recognition.

Factory
No-code AI platform for business users

- factory-nocode.ai/
- Create and adapt NLP engines using an intuitive user- friendly user interface.
- No need to be a data scientist or write code.
- Secure on-premise and hardware optimized deployment.

A I   F A C T O R Y

Press Cluster

- **Press Cluster:** First NGO in RO for journalists and content creators.

- **Funding Opportunities:** Access to financial support.

- **Training and Courses:** Skill and knowledge development programs.

- **Business Development:** Initiatives to boost and enhance media businesses.

Summarista: Key Features

- **Automatic Summarization:** Uses Natural Language Processing engines to create concise and accurate summaries

- **Customizable Summaries:** Modify automatically generated summaries to suit your needs

- **Seamless Integration:** Seamlessly integrates with your preferred WordPress editor

- **Multilingual Capabilities:** Supports summarization in multiple languages for a global audience

Summarista: How It Works?

- Install and activate the WordPress Plugin

- Create or update a news article or blog post

- Summarista automatically generates the summary for you

- By default, the summary appears at the beginning of the article

- You can adjust the generated summary before publication

- Appearance is customizable through using custom CSS

Summarista: DEMO

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Summarista: Powered by Advanced AI

- **Understands the Whole:** It looks at the big picture, not just small parts

- **Creates Clear, Easy-to-Read Summaries:** In multiple languages

- **Always Up-to-Date:** Uses the newest Zetta AI engines for the best results

- **No Setup Needed:** Works right away without manual configuration

- **Fast and Efficient:** Summarizes content quickly, saving time for users

[Zetta AI Engines are available on-premises, if needed]

Summarista: Extended Version Features

- Adjust summary **writing style**: bullet points (default), narrative, extractive, abstract, descriptive, analytical, combined, technical, humorous, etc.
- **Summarize all existing posts** in one single step
- **Control the size and position** of generated summary
- **Content Tone Detection:** Match the tone of the original post
- **Automatic Language Detection:** summarize posts per original language
- **Categorization:** Automatically tag or categorize posts per summary
- **Voice Summarization:** Create voice versions of summaries

Summarista: Future Developments

- **Improves Over Time:** AI continuously learns and gets better with use
- **Interactive Learning:** Users to rate and provide feedback on summaries
- **Cross-Platform Integration:** Extend Summarista's functionality to other CMS platforms beyond WordPress, like Joomla or Drupal
- **Sentiment Analysis:** Include sentiment-based summaries, allowing readers to understand the tone of the content (positive, negative, neutral)
- **Visual Summarization:** Add visual elements like charts, infographics, or key image highlights to summaries for more engaging content

Q&A

Feel free to ask

Qs [if no questions from public]

1. Does Artificial Intelligence also understand the meaning of phrases, use them appropriately, translate them using expressions with similar semantics?

2. Is there an area of use outside mass-media?

3. How does Summarista improve user engagement on a WordPress website?

4. What sets Summarista apart from other AI-powered summarization tools?