



ioSquare Technology Powers 1 Heart 1 Tree During COP21 Climate Conference

Paris, November 23, 2015 – **ioSquare will take part in the 1 Heart 1 Tree reforestation project by sponsoring 500 trees, and providing the technology for moderating messages before they are projected onto the Eiffel Tower.**

From November 29 to December 3, 2015, during the COP21 Climate Conference in Paris, the Eiffel Tower will become a virtual forest.

Eco-citizens from around the world will be invited to create virtual trees that will come to life on the Eiffel Tower using an innovative 3D projection technique.

Participants will be able to write a personalized message that will be projected onto the Eiffel Tower as their tree grows and blooms. The message will be moderated automatically using ioSquare's intelligent filters, ensuring that it fits the positive spirit of the event.

*“We are thrilled to have our technology serve this eco-conscious initiative, and proud to be a part of a Climate Conference with such high stakes,” says **Maxence Bernard**, the CEO of ioSquare. « The 1 Heart 1 Tree project is a chance for each of us to help regain lost forest ground in a way that’s tangible, creative, and fun. »*

ioSquare's automatic moderation engine was tailored for the operation, allowing the expression of positive 16-character messages, in French or in English.

“ioSquare makes it possible for participants to share a personal message that’s close to their heart. Considering the high visibility and significance of the Eiffel Tower, moderating those messages was a top requirement,” explains **Naziha Mestaoui**, artist and founder of 1 Heart 1 Tree.

“Thanks to their expertise, the ioSquare team has turned the basic expression of our needs into a turnkey solution that is fully in line with the symbolic nature of the operation. The fact that it is automated frees us from the organizational headache of dealing with large volumes of messages in real time.”

For each virtual tree, a real tree will be planted in one of seven reforestation programs across all five continents, for a long-term social and environmental impact. Participants will receive an official certificate and will be able to follow the growth of their tree.

ioSquare also contributes to the reforestation project by sponsoring 500 trees that will be planted on behalf of its employees, clients, and partners.

About ioSquare

ioSquare is dedicated to developing a new breed of real-time solutions for analyzing text information. In the age of big data and ever-increasing volumes of unstructured information, we help companies automate data processing, and enable them to extract value from text.

ioSquare offers innovative turnkey solutions for content moderation, social media monitoring, social CRM, and document classification.

For more information, visit iosquare.com
Follow ioSquare on Twitter: [@ioSquare](https://twitter.com/ioSquare)

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About 1 Heart 1 Tree

1 Heart 1 Tree is both an artistic and environmental initiative. It gives us the chance to synchronize our heartbeats and collectively inspire our future. Now more than ever, we must put our energies together and share a positive message for the planet.

1 Heart 1 Tree reconnects Man to Nature through Art and Technology.

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