ASX Announcement
20 August 2024

UNITH to launch interFace, its B2C self-service Digital Human platform, ahead of schedule in September 2024

Unith Ltd (ASX: UNT | FWB: CM3) ("UNITH" or the "Company") confirms that the public launch of its self-service offering for users to utilise the Digital Human platform will be 23 September 2024.

Key Highlights:

- Digital Human platform self-service offering - interFace - to launch on 23 September 2024

- Users will be able to autonomously create accounts, generate, and deploy Digital Humans without engaging with a UNITH customer service representative

- interFace is a scalable platform that enhances UNITH's enterprise solutions and provides a comprehensive API for developers

- interFace will offer a "Freemium" subscription model

On 23 September 2024, prospective clients that have pre-registered for access to the Digital Human platform will be invited to sign up and open an account. Once registered, users will have access to interFace - the self-service Customer Panel.

Pre-registered users will include the 600+ B2B leads generated by UNITH throughout this past calendar year and directly via the UNITH website.

Once users create their interFace account, they will access a basic package (free) and be able to start generating their own digital human with limited visual assets and usage capacity. These free digital humans can then be deployed to external websites to give users an understanding of how UNITH digital humans can be trained and deployed, but watermarked with the UNITH logo and with limited functionality as part of UNITH's go-to-market strategy that will prioritise server capacity to paying subscribers.

Premium subscriptions will start at USD $25 per month, with options ranging up to $2,500 per month for businesses using the self-service options. Enterprise packages beyond the standard interFace tiers will be customised on a case-by-case basis.

Upgrading to a monthly subscription which unlock premium features that include:

- API access
- Additional conversational sessions and text-to-video
- Additional Digital Humans and branding customisation
- Face cloning
- Voice cloning

Until the end of calendar year 2024, customers who upgrade from Freemium to Premium interFace will still require a small amount of manual processing, including contact with UNITH's commercial team. This is linked to UNITH's Know Your Customer (KYC) protocols to reduce the risk profile of the platform and verify identities. This increased surveillance of interFace is in line with a plan to fully automate premium subscription upgrades. From 2025, Freemium users will not need to engage with UNITH's commercial team if they want to upgrade.

The automated KYC protocols depend on third party identification providers, with the platform integration expected to be completed in quarter 2 financial year 2025. This will then substantially reduce the amount of time it takes for users to be onboarded to premium subscriptions.

Commenting on the launch of interFace, UNITH's CEO Idan Schmorak said:

"We are excited to be offering interFace as the self-service offering for our Digital Human platform. Any approved business and user can now start planning the generation and deployment of their own digital human that can work 24/7 and converse in multiple languages, powered by conversational AI.

"interFace is designed with a strong emphasis on ease of use, making it accessible for any user to operate effectively. The launch of interFace will help raise awareness of this innovative platform, positioning it as a key offering in our product lineup

"When we first launched our Digital Human platform, the amount of resources it initially took for users of the platform was an issue. This included teaching them to most effectively train their digital human and then troubleshoot problems they encountered with deployment and conversations. With interFace, all those problems have been addressed, now making our platform more scalable.

Upon launch of the self-service offering, UNITH will monitor our users' server activity and conversation analytics closely to assist with optimising their digital humans. In circumstances where their use cases may be best suited to enterprise subscriptions, we will assist them in upgrading to larger packages."

UNITH invites investors to join its mailing list for updates by subscribing at: www.unith.ai/subscribe

This announcement has been authorised for release by the Board of Directors.

(ENDS)

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About UNITH

UNITH is a leading digital human software developer. It unifies the research and development of facial movement deep learning, audio, machine learning and conversational design to generate the first customisable, interactive avatar of its kind.

Businesses can create their own digital humans to immerse, assist, and educate customers in real time and in multiple languages, all through one full stack platform.

For further information, please visit: UNITH.ai

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