VITAL 4 ADVERSE MEDIA 2.0

World's most advanced adverse media solution utilizing patent-pending noise reduction technology

In 2023, Vital4 made **significant advancements in adverse media analysis** by utilizing AI combined with machine learning and predictive analytics to discern the true context of articles and dramatically reduce false positives. This development was crucial in distinguishing articles that merely mention individuals without associating them with adverse activities.

This new innovation refines this approach by introducing contextualized entity resolution. This allows the system to not only identify the entities mentioned but also understand the context of their mention, ensuring searches yield results that are accurate in depicting the individual's involvement in adverse activities. We now also extract additional data like locations and subject age, continuing Vital4's pursuit in providing fewer irrelevant articles and faster, more precise results.

Why choose Vital4 Adverse Media 2.0?
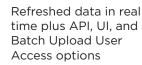
Proprietary algorithms crawl billions of articles from sources all over the globe

Continous monitoring available: daily, weekly monthly, quarterly, and anually

Patent-pending noise-reducing technology produces 7x less adverse media articles to review than legacy providers

66% reduction in adverse media articles returned for client validation

Refreshed data in real time plus API, UI, and Batch Upload User Access options

2.0 has expanded coverage on global sources and archived articles providing the most robust coverage on the market

Source Examples:

BBC, The New York Times, AI Jazeera, Washington Post, Gulf News, CNN, The Telegraph, Fox News, The World Bank, Wallstreet Journal, Mumbai Mirror, The Asian Age, The Seattle Times, Carribean News Now, China Daily, The Indian Express, Bangkok Post, Sydney Morning Herald, Chicago Tribune, Newsroom Panama, Winnipeg Sun, and tens of thousands more....

Vital4.net

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