

# LOCALIX

The platform for  
automated hyperlocal news

# We are...

Sakari Pitkänen, journalist for 30 years.

Martin Carlsson, developer and entrepreneur.

## The local news paradox

The closer to home news is, the higher the value for the user.

The smaller the audience, the higher the cost for the producer.

# Our solution

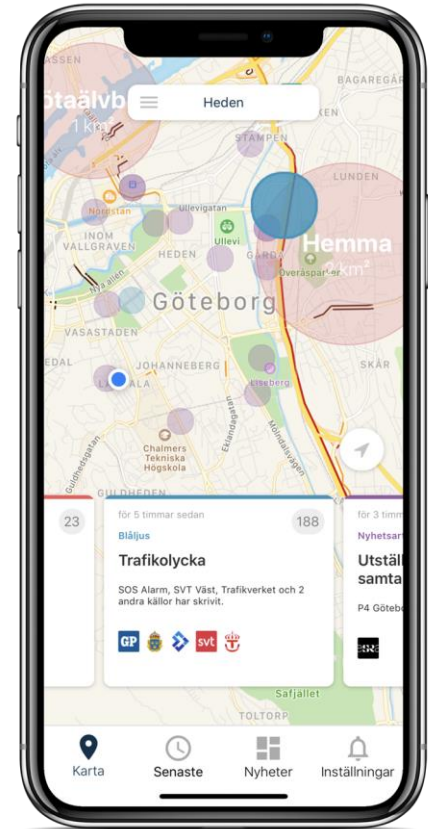
**Localix** and **RadioX** are our tools for **highly automated**, geographically positioned news.

Localix and RadioX **add value** to a subscription and extend local coverage to **minimal costs**.

For input, we offer a **platform that automatically gathers, positions, evaluates newsworthiness and publish** local events from police, emergency services, local newspapers, government websites and databases, social media and other sources of choice.

Once a text has the geographical position established, it's published for readers close by.

The content is available for any channel, app, RadioX news podcasts, website or newsletter.





Home

Work



https://editor.radiox.se



STATIONER

ATT GÖRA

RADIO X I SVERIGE AB



DOCS

Randers Podcast

Vejer og trafik i Randers

radiox-intro8

Godmorgen

INSPELAD AV BJARNE



4 sek

Dagens overblik

INSPELAD AV CHRISTEL



11 sek

radiox-onesec

Læger som sygeplejer

INSPELAD AV CHRISTEL



9 sek

radiox-onesec

Second hand i Randers

INSPELAD AV CHRISTEL



14 sek

GENERERA AVSNITT

ca 1.1 min

[Skaber nyt udvalgt](#)

## Voice



You



Christel



Morten



Clara



Mathilde



Bjarne



Sofie



Viggo

## Audio mixing

Fade in:

Fade out:

Overlap:

Volume:  92 %

## Background sound

Pick

# Editors are still in the equation

Localix has an interface for the editorial administration of sources.

Localix and RadioX have built-in tools for monitoring content before its published.



# Unique content makes loyal users

The solution is **hyperlocal** and **personal**.

Localix and RadioX makes it possible to cover really **small areas** - oftentimes too small for competitors.

We enable **unique** content which users can't get elsewhere.

# Thank you for listening

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