# CANNVAS™
## MedTech Inc.

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## NEWS RELEASE

**Cannvas.me Cannabis Platform Leverages IBM Watson Technology**
**-**
**Platform Creating Unique Omni-Channel Customer Journey**

**Toronto, Ontario / September 4, 2018 – Cannvas MedTech Inc. ("Cannvas" or the "Company") (CSE: MTEC) (Frankfurt: 3CM)**, a leading business technology company in the cannabis space, is pleased to announce its vendor of choice for integration to its Artificial Intelligence (A.I) component powering the Cannvas.me cannabis education platform.

**IBM Watson** has been chosen to power the A.I. analytics branch of the Cannvas platform. It will serve as a best-in-class integrated solution most relevant and attuned for the persona-driven architecture of the platform. Leveraging IBMs A.I. service allows the Cannvas team to quickly analyze through the copious amounts of data attributes comprising the Cannvas.me platform in a relevant and real-time fashion for its user base.

Deriving industry and customer insights in a real-time fashion for the CRM program requires the use of technologies that are at the leading edge of their space. Utilizing IBM Watsons capabilities allows the Cannvas technology stack to achieve this goal. Cannvas.me takes the traditional Email Customer Journey and transforms it into a true Omni-Channel approach where user preferences and insights are utilized to serve a fully personalized message experience through the channel of their choice. Cannvas.me will be able to truly embrace the concept of Omni-Channel marketing.

Having a data technology solution that is recognized as a leader in its space allows the Cannvas team to utilize years of A.I. advancements that the IBM team has been pushing forth within the field.



IBM
Watson
Analytics

**About Cannvas MedTech Inc.**
Cannvas MedTech is a leading business technology company in the cannabis space. We design and build customer-centric solutions that enable our partners to harness the power of data to truly understand their customers, industry, and key business drivers.

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