



1. What is Maia?

Maia is an AI system consisting of multiple artificial intelligence models that provides solutions to help manage daily tasks. Maia learns from every interaction, enabling users to upload personal documents and turn them into private knowledge bases, on which they can ask questions. It's a dynamic, ever-evolving system designed to deliver customized results.

1.1 The Maia Credits system

Maia works through the Maia Credits system, which offers great flexibility as it deducts credits only for the features the user is interested in.

You can choose between two plans:

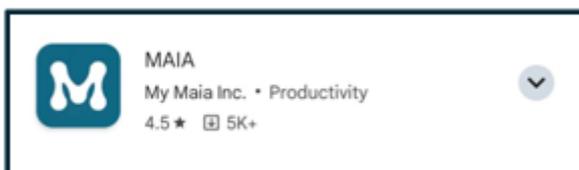
- Free Plan: 50 Maia Credits for free per month
- Elite Plan: 500 Maia Credits for 5€ per month

For more information, please refer to the “Pricing” section at the end of this document.

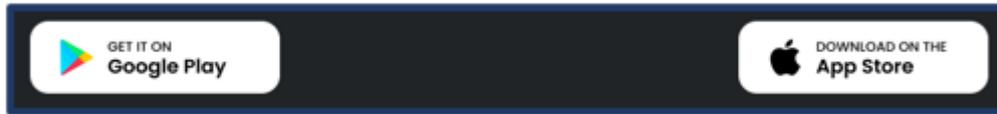
2. How to download the Maia app to your device

You have two ways to download the Maia app:

1. Open the Play Store on your mobile, tap “Search”, type “Maia” and download the app.



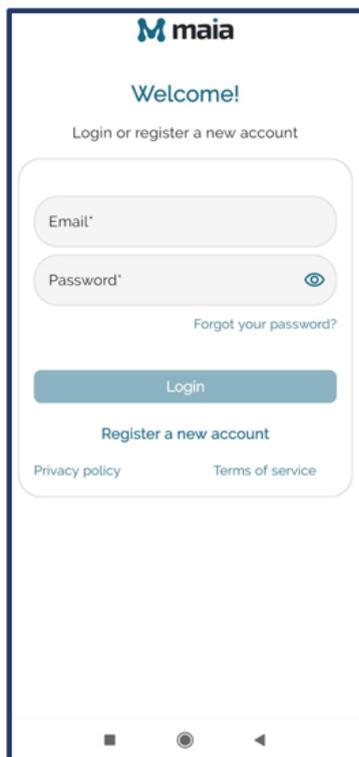
2. On your phone, go to the Maia website at www.mymaia.ai, scroll to the page bottom and choose between Google Play and App Store.



You will be redirected to the corresponding app store, where you can download the app.

2.1 How to create an account

Upon downloading the Maia app, you will see a welcome screen where you can register a new account or log in later. From this screen, you can also view the Terms of Service and Privacy Policy.



If you want to sign up, tap "Register a new account" to begin the registration process. You will then be redirected to the Maia website at www.mymaia.ai. Once there, navigate to the "Plans and Prices" page and choose between the Free and Elite plans.



Once you have selected your plan, a registration form will appear. Fill out the provided fields to create your account on the Maia platform.

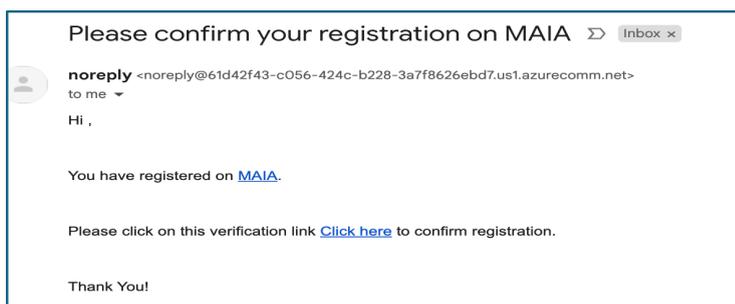
Please note that the form includes fields marked by red asterisks, which are required in order to proceed with registration.

Note: Your password must be 10 characters long, including 1 special character, 1 uppercase letter, 1 lowercase letter, and 1 number.

We recommend filling in the “Interests” field to help Maia learn more about you and provide personalized responses.

To make the most of Maia’s features, check the boxes labelled “Consent for localization” to perform local searches, and “Consent to use the microphone” to enable the Speech-to-Text mode and use your voice when interacting with your Life Copilot.

To complete registration, tap the “Submit” button and check the email we will automatically send to your inbox.



By tapping the blue “Click here” link, you will confirm your request to create a Maia account. This will lead you to the shopping cart page, where you can complete the payment.

To finally access the service, you will need to go back to the app, where you can enter your login details.

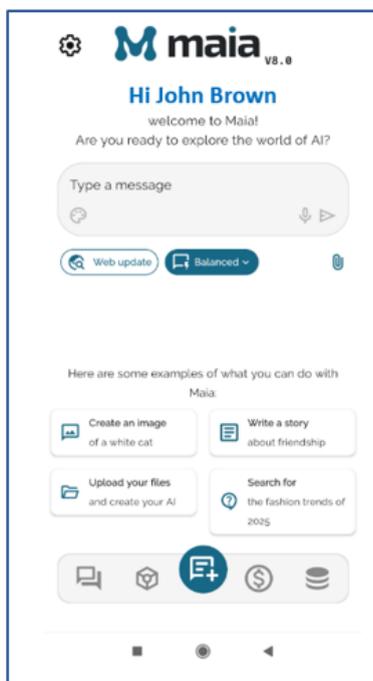


IN A FEW TAPS: How to create an account

- 1) Tap "Register a new account"
- the app will redirect you to www.mymaia.ai
- 2) Navigate to the "Plans and Prices" page
- 3) Choose between the Free plan and the Elite plan
- 4) Fill in the registration form with the required information
- 5) Confirm your email address
- 6) Complete the payment
- 7) Go back to the Maia app
- 8) Enter your credentials
- 9) Tap the "Log in" button

2.2 What the Maia panel looks like on the first login

Let's have a closer look at the home screen:



The upper section features a welcome message, the search bar with a microphone

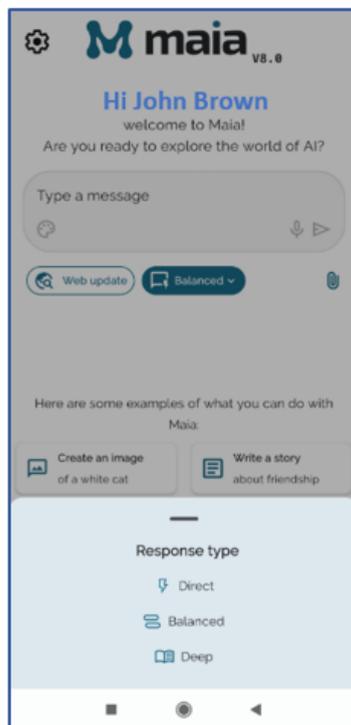


for Speech-to-Text, and the icons . These buttons allow you



to give Maia further instructions on the type of search you want to perform and the kind of response you are looking for.

-  **Web Update:** If you click this button, Maia's AI will be synced with the most up-to-date and verified information available on the web. This feature is extremely useful for research that relies on current data, such as news.
- **Balanced:** Click this button to open a menu where you can choose the type of response you want, whether it's **"Balanced," "Direct,"** or **"Deep"**.



Direct Mode delivers short, immediate answers, making it the perfect choice for those users looking for quick, essential information.

Balanced Mode, which is selected by default, offers concise yet focused responses; this option is ideal for those users who require an initial overview.

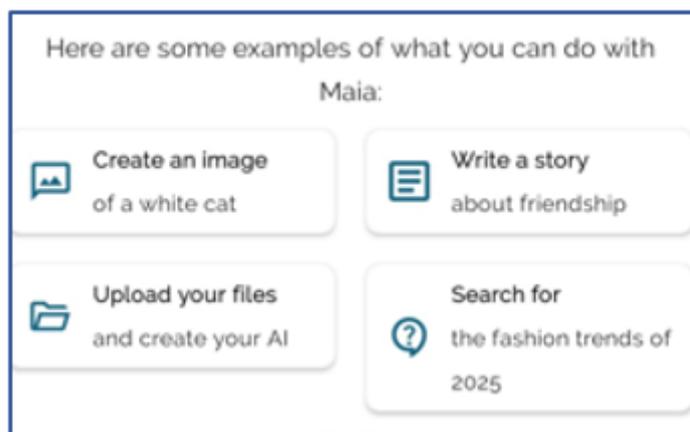
Deep Mode provides more detailed answers, with extended explanations and in-depth insights.



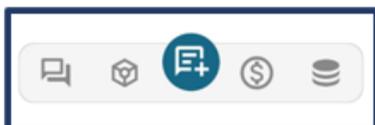
In short, if you are looking for fast, to-the-point replies, choose Direct Mode. If you need something a bit more complete without going too deep, remain in Balanced Mode. Finally, if you want your responses to be as detailed as possible, select Deep Mode.

This flexibility—being able to switch between Direct, Balanced, and Deep modes—is made possible by **ThinkFlow**, the cognitive engine behind Maia. This technology enables advanced reasoning processes, allowing Maia to deliver answers that are not only accurate but also relevant and coherent with the user's request.

The bottom section of the screen features the navigation menu and four boxes highlighting some of the tasks you can carry out in Maia.



2.3 The navigation menu



Let's have a look at each icon, starting from left:

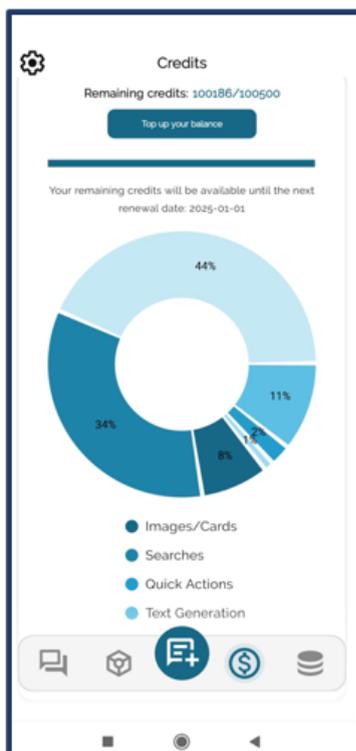
-  Tap here to view the conversion history



-  Tap here to see your Personal Profile Graph. If you want to get more personalized answers, enter your data into the graph to help Maia know you better.
-  Tap here to open a new chat.
-  Tap here to see the number of Maia Credits that have been spent so far.

You can easily monitor your credits using the pie chart, which updates in real time. The chart allows you to see how often you have made specific requests and provides insight into which categories your credits have been spent on the most.

Each Maia feature uses a certain number of Maia Credits, depending on the type of search and the actions needed to provide an answer. For example, with the Free monthly plan (50 Maia Credits), you can generate up to 100 images or perform around 15 searches or text generation tasks per month. On the other hand, the Elite monthly plan (500 Maia Credits) allows you to generate up to 1,000 images or complete approximately 75 searches or text generation tasks each month.





Please note that once your credits run out, the app will notify you with a message. When this happens, you can either wait for the next month to replenish your credits (50 for Free accounts and 500 for Elite accounts) or purchase an additional credit package. The additional packages—Small, Medium, and Large—are exclusively available for Elite accounts and must be purchased from the Plans and Prices section on the website www.mymaia.ai.

-  Tap here to open the Maia Studio section, where you can store your documents and ask Maia about their content, without the need to read them all.

3. Customization Sections

If you want Maia to provide custom answers, take some time to explore the panel sections dedicated to storing personal information and documents.

3.1 Personal Profile Graph

3.2 My files

3.1 Personal Profile Graph

The Personal Profile Graph, also known as PPG, is a tool that allows Maia to map users' interests, preferences, and personal information.

Note: To fully benefit from Maia's potential, we suggest filling in the PPG with as much information as possible.

The Personal Profile Graph is made of NODES, each representing a different category of information that the user can provide.

To access this section and start adding your personal information, tap the  button.



The Personal Profile Graph is a network of NODES. In the centre, you will find a NODE labelled with your name that contains your basic information. In our example, the user's name is John, so the central NODE is "John".

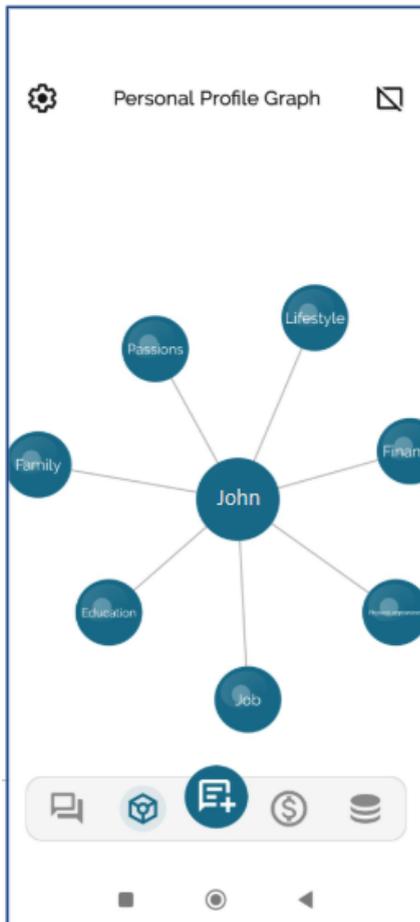
From the central NODE, 7 other NODES branch out, each representing a specific category.

The categories are:

- **Physical Appearance.** This section contains information about the user's physical traits, such as body type, weight, eye and hair colour, and whether they wear glasses.
- **Job.** This section contains information about the user's job, company and office location.
- **Education.** This section contains information about the user's educational background and the languages they speak. Remember that here you can add as many languages as you like.
- **Family.** This section contains information about the user's family members. If completed, it provides a full picture of their family, including their partner, children, parents, and siblings. You can also enter specifics such as each family member's name, age, and interests.
- **Passions.** This section collects the hobbies and passions the user first entered during registration. You can add more by typing them into the box.
- **Lifestyle.** This section contains information about the user's diet, allergies, favourite foods and drinks, and travel preferences such as favourite vacation types and visited destinations. You can also add information about your favourite sports teams, the sports you practice, and what social media you are on.
- **Finance.** This section contains information about the user's properties - for example, a two-room apartment at 42 Ellerdale Road, London - and their vehicles. In this last category, you can also specify your vehicle horsepower and registration year.

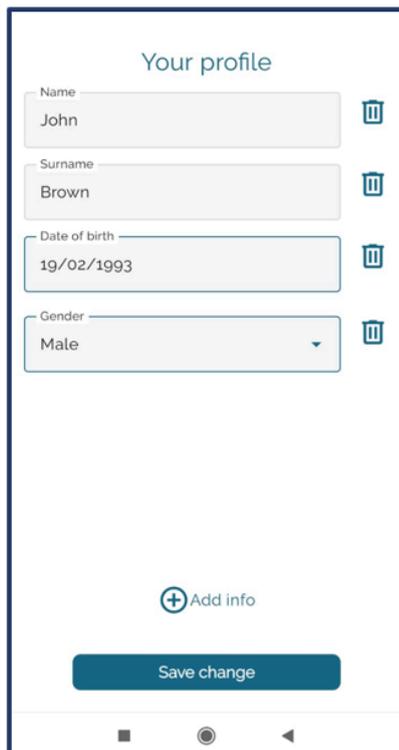


As you enter your data, the graph will update by creating new connections and NODES.



3.1.1 How to enter information into your Personal Profile Graph

Tap the NODE with the category name to enter your data into a section/category. In our example, if you want to enrich the central NODE, you will need to tap “John”.



Once you tap the central NODE, you will see a screen featuring your name, surname, gender and date of birth. These data are already part of your graph as

they were automatically added during registration. Tap “Add info” and choose from the list to enrich this category further. In this specific case, the information that has been left out is "Address" and "Residence".

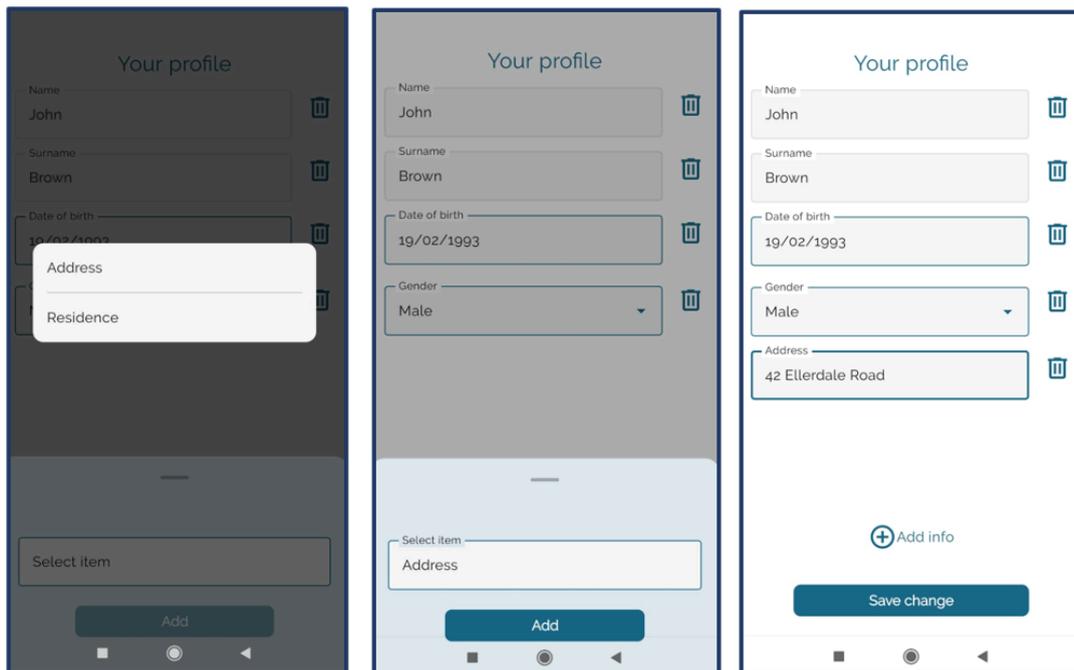


If you want to enter your address:

- Tap “Add info”
- Tap “Select item”
- Select “Address” from the option list
- Tap “Add”

- Type the address into the provided box
- Tap “Save change” to save the information

For each NODE, you will need to follow the same steps if you want to input your data into the graph.



IN A FEW TAPS: How to add information to your PPG

- 1) In the menu, tap the second button from the left 
- 2) Tap the “NODE” where you want to add information, for example, “John”
- 3) Tap “Add info” > “Select item”
- 4) Select one of the items from the list, for example, “Address”
- 5) Tap the “Add” button
- 6) Enter the information, for example, “42 Ellerdale Road”
- 7) Tap “Save change”

Note: Don't forget to tap “Save change” after completing all fields in a NODE. If you don't save and move to another NODE in the graph, any unsaved information will be lost, and you will need to re-enter it.

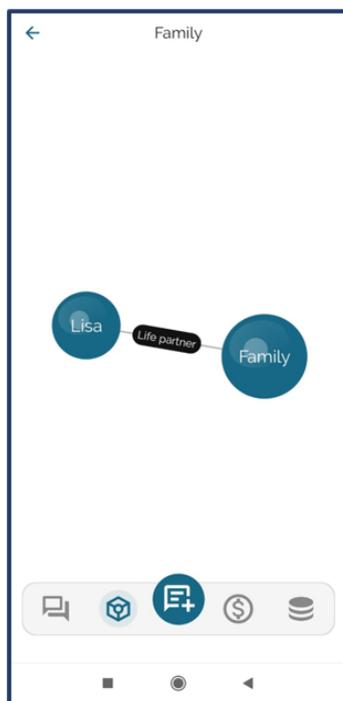
You can navigate your Personal Profile Graph by tapping any NODE that will take you to the corresponding categories, where you can add your information.



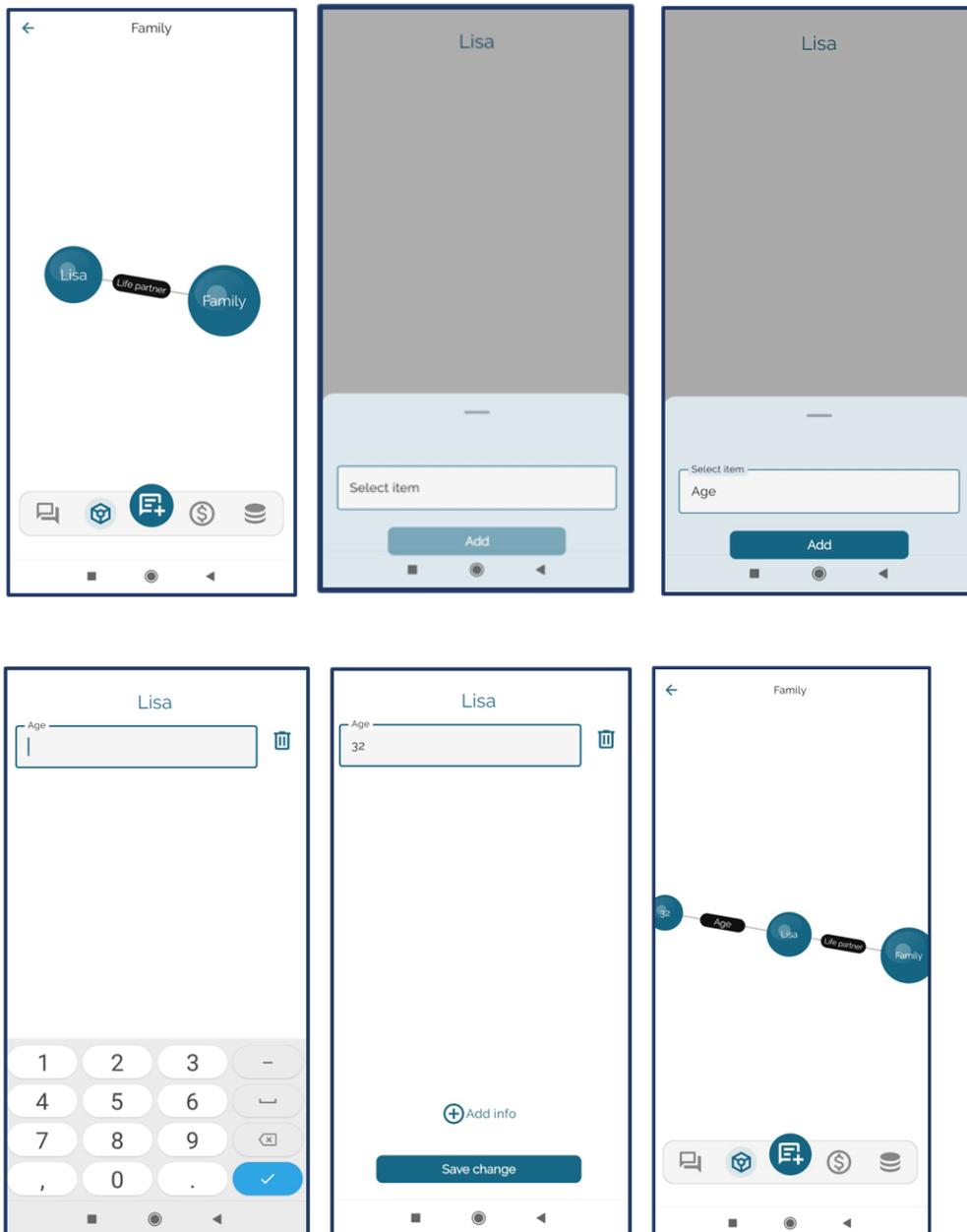
Some NODES, like “Family”, “Job”, “Passions”, and “Finance”, allow you to add second-level information. For example, if you add your partner’s name in the “Family” NODE, as first-level information, you can also specify their job, age, and passions, as second-level information.

3.1.2 How to add second-level information

After entering your life partner’s name (e.g., Lisa) into your PPG and saving the change, as we have seen before, a new NODE called “Lisa” will be automatically created.



To enrich the Lisa NODE, tap it, select the item, enter the information and tap “Save change”.



IN A FEW TAPS: How to add second-level information to your PPG

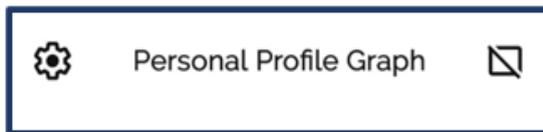
- 1) Tap the "NODE" where you want to add information, for example, "Lisa"
- 2) Tap "Add info" > "Select item"
- 3) Select one of the items from the list, for example, "Age"
- 4) Tap "Add"
- 5) Enter the information, for example, 48
- 6) Tap "Save change"



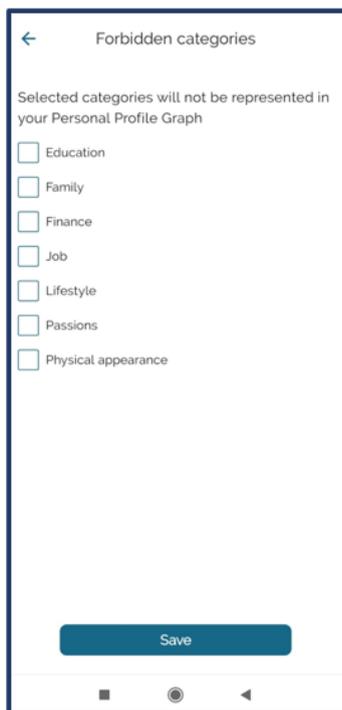
Note: You can delete the information you entered anytime by tapping the trash icon

 found next to each data.

If you don't want certain NODES - for categories like Physical Appearance, Education, Job, Family, Passions, Lifestyle, or Finance - to be shown in your PPG, you can turn them off by tapping the  icon in the top right corner.



Once you tap it, you will see a screen featuring a list of all NODES/categories.



To disable them, check a NODE box and tap "Save" . By doing so, the NODES you selected will no longer appear in your Personal Profile Graph.

IN A FEW TAPS: How to disable NODES in your PPG

- 1) Tap the  icon in the top right corner
- 2) Choose the NODES you don't want to be displayed on your graph



3) Tap "Save"

Note: We recommend entering as much information as possible into your Personal Profile Graph. This way, Maia can use your data to give you the most accurate and customized answers.

Example: PPG completed

Information:

Son: Jack

Son: 3 years old

Son's passions: Coloring

User's question: "What can I get for Jack?"

MAIA looks for gifts suitable for a 3-year-old boy who likes coloring

Example: PPG not completed

User's question: "What can I get for Jack?"

MAIA doesn't know Jack but understands it's a boy, so the search focuses on men's gifts.

3.2 My files

My files is a personal space where users can upload documents, website links, voice messages, and emails. Maia can perform various tasks on these files, like answering questions about their content, providing translations and summaries, and even audio transcriptions.

Let's take a look at what can be uploaded and how to do so.

Here is a list of the files you can upload:

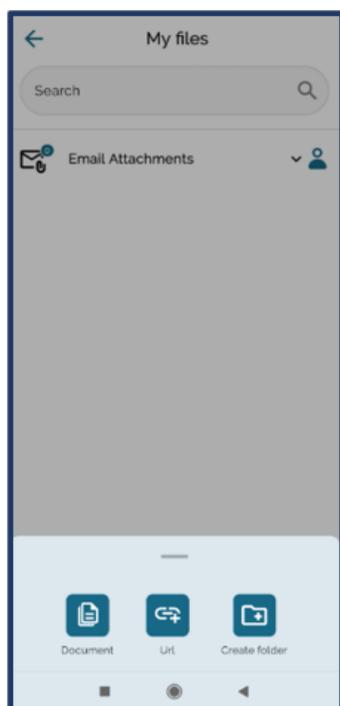
- Text files: TXT, PDF, DOCX, PPTX
- Images: JPG, PNG, TIFF, BMP, GIF, WEBP
- Audio: AAC, WAV, MPEG, OGG, OPUS
- URL: (website links)

3.2.1 How to upload documents to My files

Tap the  button in the menu to open a new screen where you can upload your files.



Tap the  icon in the bottom left to see the following screen:

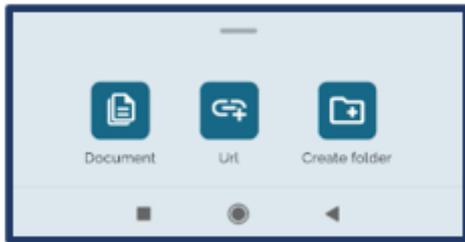


The three buttons allow you to:

- Upload documents
- Enter URLs from websites



- Create a folder



Upload documents

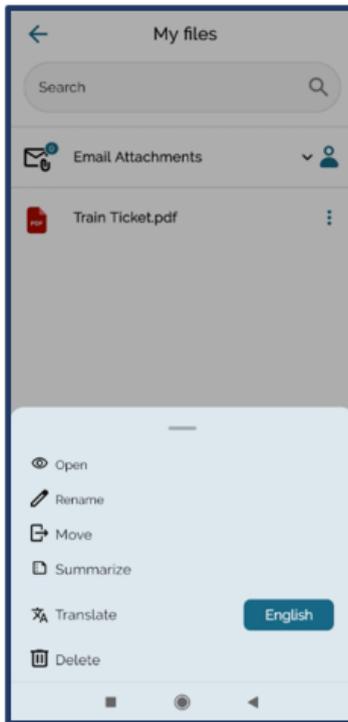
Tap “Document” to open your phone storage and choose the file you want to upload.

Please note that the system allows file uploads up to a maximum of 5 MB.

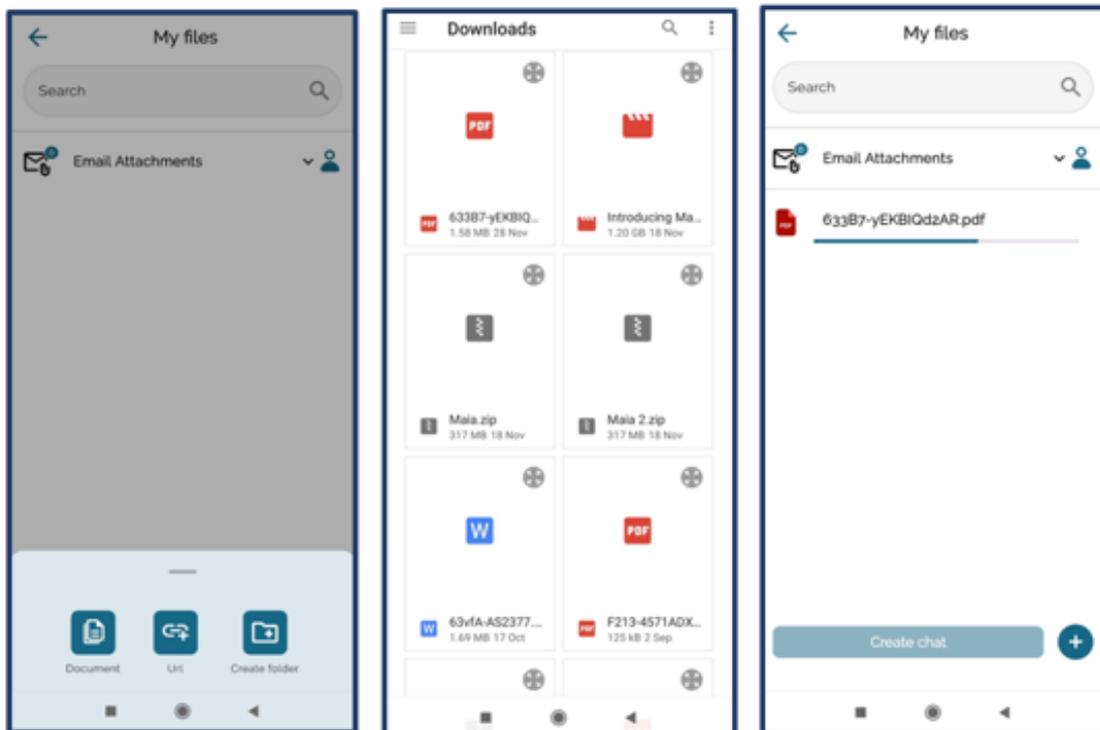
Once you select a file, a screen will appear displaying the document in the "My files" section as it uploads.

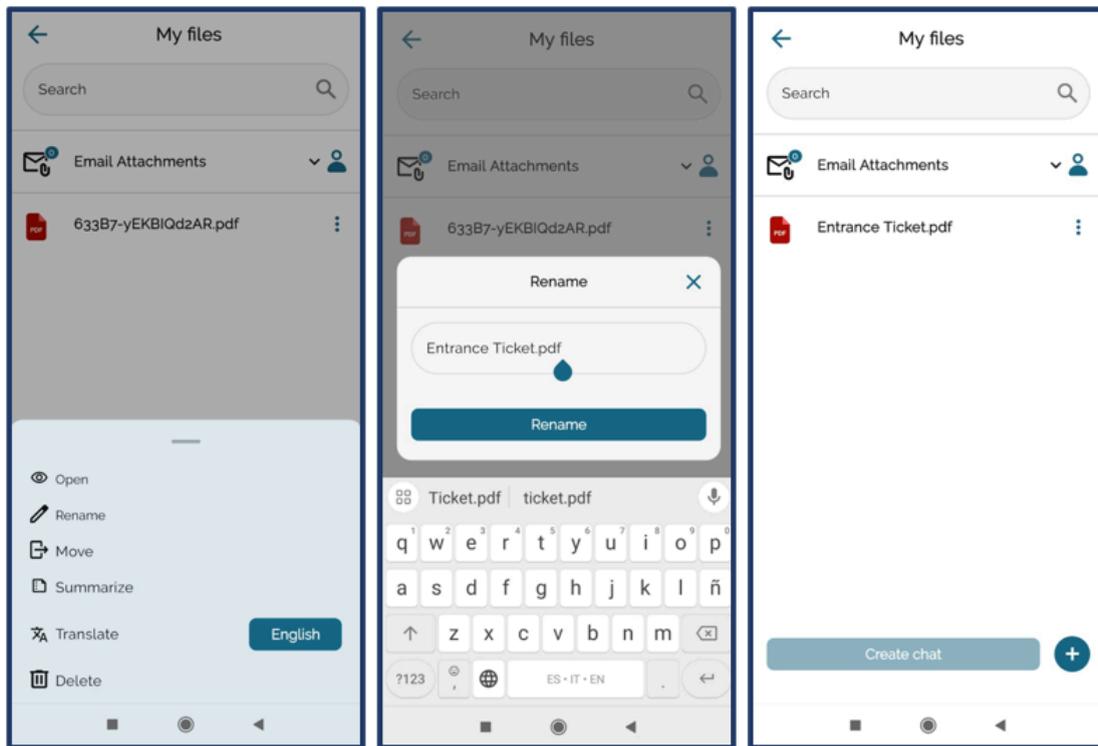
Next to the uploaded file, you will see a three-dot  icon featuring various options that allow you to:

- Preview the file
- Rename the file
- Move the file
- Summarize the file
- Translate the file. Next to it, you will see a button that allows you to select the language.
- Delete the file



Here is a step-by-step visual guide to uploading a file:





In our example, we have selected a document and renamed it by first tapping the three-dot  icon and then “Rename”.

You can easily send email content or any attachments you have received via email. Forward the email to doc@myMaia.ai to add the email content and/or any attachments to “My files”.

IN A FEW TAPS: How to upload a file to “My files”

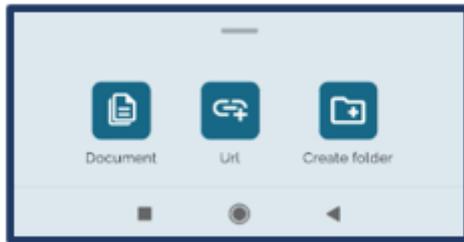
- 1) Tap the  button in the menu
- 2) Tap “Document”
- 3) Choose the document you want to upload
- 4) Wait until the document is fully uploaded

IN A FEW TAPS: How to rename a file

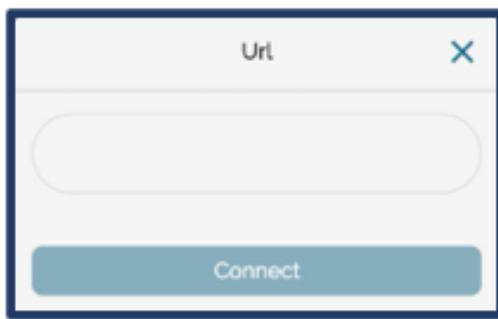
- 1) Tap the three-dot icon  located next to the document you want to rename
- 2) Choose “Rename” from the option list
- 3) Type the name
- 4) Tap “Rename”



Enter URLs



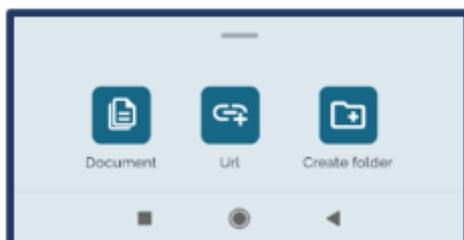
Tap “URL” to open a pop-up where you can paste your website link. Once done, tap “Connect”.



IN A FEW TAPS: How to upload a URL to “My files”

1. Tap the  button in the menu
2. Tap “URL”
3. Paste the web address you want to add
4. Tap “Connect”

Create a folder



This option allows you to create a folder where to keep your files organized, making it easier to access them later.



Now that your account has been customized and your documents have been uploaded, you are ready to make the most of Maia.

4. Maia's applications and features

Maia provides a wide range of features, **from performing generic web searches and local business searches to creating unique images and generating custom-written content**, whether it's a short paragraph or a longer piece. Maia can also **interact with your personal files**, extracting information from those documents or websites added to your storage space. This feature is called Maia Studio.

Let's take a look at some examples and how to use these tools in practice.

4.1.1 List of the tasks you can carry out with Maia

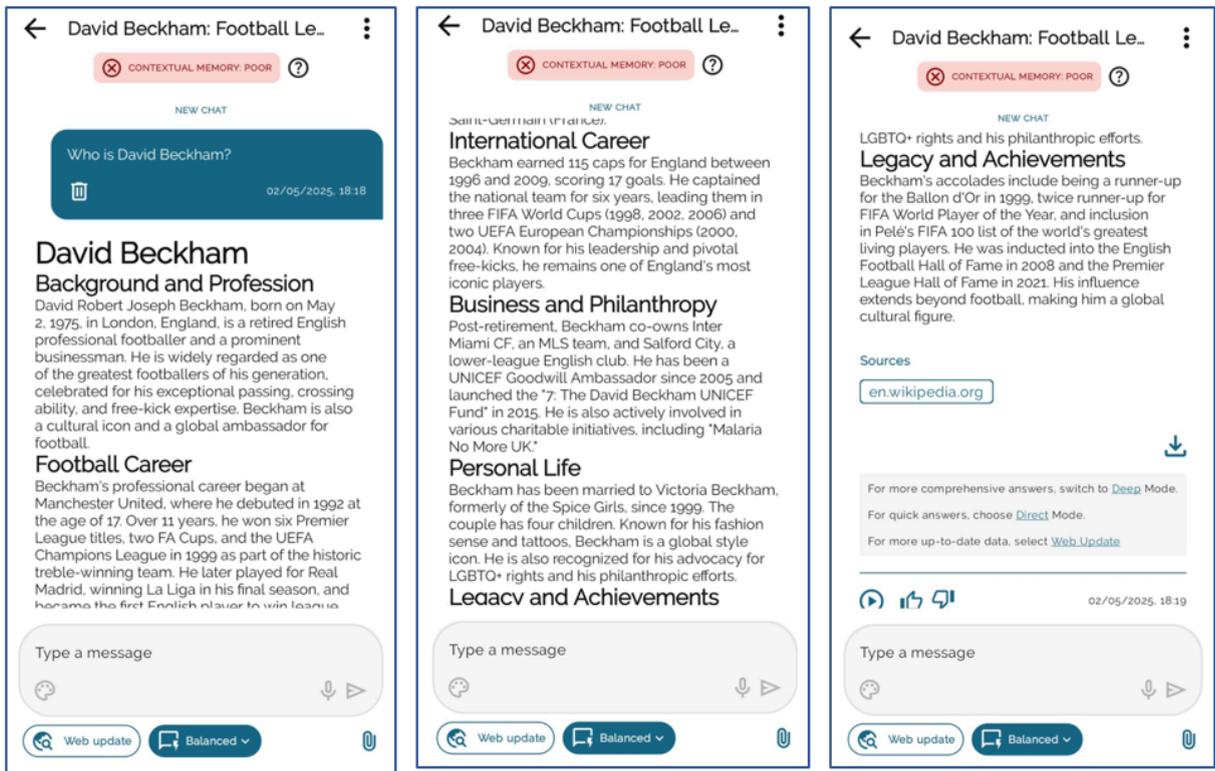
- General information searches
- Local business searches
- Text generation requests
- Information extraction from personal sources (documents or websites)

As mentioned earlier, you can start using all Maia's features by tapping .

4.1.2 General information searches

This category groups all searches conducted on the web, including those that don't require specific customization.

Let's see an example with the question: "Who is David Beckham?"



Maia's response is detailed and well-structured, covering general information about David Beckham, his football career, international experience, and personal life. It also highlights his legacy and achievements.

The "Sources" section, located below the copy, edit, and repeat buttons, shows the sources Maia used to gather information and generate the response. To view them, click the corresponding buttons.

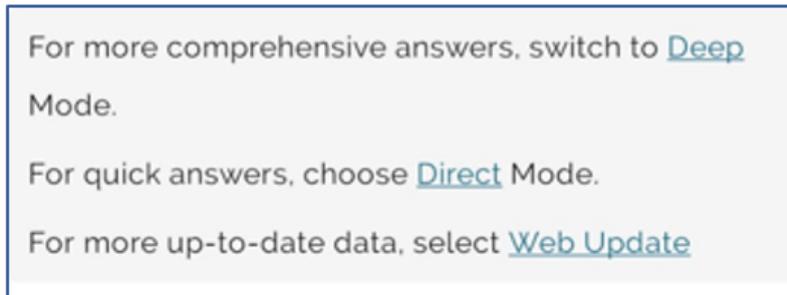


To download and share the text, tap the download button  right below the answer.

4.1.3 Differences Between Balanced, Deep, and Direct Responses



By default, Maia provides "Balanced" responses, as you might have noticed in our previous example (Who is David Beckham?). However, you can also ask for a more detailed and comprehensive response by simply clicking the "Deep" link, which is found below the answer.

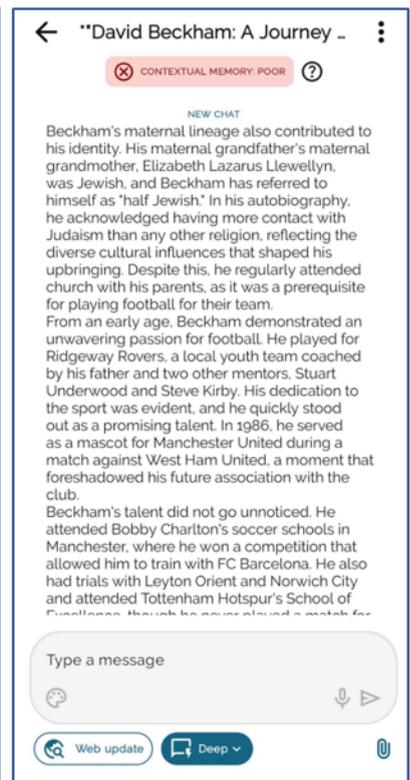


In Deep mode, Maia is able to offer an incredibly detailed response, going far beyond basic information. It delves deeper into David Beckham's biography, the early years of his football career, the teams he's played for, and his international achievements. It also provides information on his public image, and philanthropic endeavors.

Let's take a look at what the answer looks like:

Who is David Beckham?

"Deep" mode answer:



← "David Beckham: A Journey ...

CONTEXTUAL MEMORY: POOR

NEW CHAT

name. That season, he helped United retain the Premier League title and was named PFA Young Player of the Year.

Wearing the Legendary No. 7 Shirt

In the 1997-98 season, Beckham inherited the iconic No. 7 shirt, previously worn by legends like George Best and Eric Cantona. He continued to deliver exceptional performances, leading the league in assists with 13 and scoring memorable goals, including a free kick against Liverpool. Although United finished second to Arsenal that season, Beckham's influence on the team was undeniable.

The Treble Triumph

The 1998-99 season was the pinnacle of Beckham's Manchester United career. He played a crucial role in the team's historic treble, winning the Premier League, FA Cup, and UEFA Champions League. In the Champions League final against Bayern Munich, Beckham delivered the corners that led to both of United's injury-time goals, securing a dramatic 2-1 victory. His performances earned him runner-up honors in the Ballon d'Or and FIFA World Player of the Year awards.

Continued Success and

Type a message

Web update Deep

← "David Beckham: A Journey ...

CONTEXTUAL MEMORY: POOR

NEW CHAT

Continued Success and Challenges

Beckham remained a vital player for United, helping the team win additional Premier League titles in 1999-2000 and 2000-01. However, his relationship with Ferguson began to strain due to Beckham's growing celebrity status and off-field commitments. Despite these challenges, he continued to perform at a high level, leading the league in assists multiple times and scoring crucial goals.

Final Season and Departure

The 2002-03 season marked the end of Beckham's time at Manchester United. A high-profile incident in which Ferguson accidentally struck Beckham with a boot highlighted their deteriorating relationship. Despite this, Beckham contributed 11 goals as United won the Premier League title. In the summer of 2003, he transferred to Real Madrid, ending a 12-year association with the club. During his time at United, Beckham made 394 appearances, scored 85 goals, and won six Premier League titles, two FA Cups, and the UEFA Champions League.

Type a message

Web update Deep

← "David Beckham: A Journey ...

CONTEXTUAL MEMORY: POOR

NEW CHAT

Transfers to Real Madrid and LA Galaxy: A Transformative Journey

David Beckham's move to Real Madrid in 2003 marked a significant chapter in his illustrious career. Joining the Spanish giants for €37 million, Beckham became part of the club's "Galácticos" era, a strategy under President Florentino Pérez to assemble a team of global superstars. The transfer was emblematic of Beckham's dual identity as both a footballer and a cultural icon. While his on-field contributions included precision passing, set-piece mastery, and tireless work ethic, his off-field presence amplified Real Madrid's global brand, particularly in markets such as Asia. Despite initial skepticism about his ability to adapt to La Liga's style, Beckham quickly integrated into the squad, playing alongside legends like Zinedine Zidane, Ronaldo, and Roberto Carlos. His four-year tenure culminated in winning the La Liga title during his final season, a testament to his resilience and adaptability amidst managerial changes and fluctuating team performances.

In 2007, Beckham's transfer to LA Galaxy

Type a message

Web update Deep

← "David Beckham: A Journey ...

CONTEXTUAL MEMORY: POOR

NEW CHAT

In 2007, Beckham's transfer to LA Galaxy in Major League Soccer (MLS) represented a groundbreaking moment for football in the United States. The five-year contract, widely publicized as a \$250 million deal, was later clarified to include endorsements and other revenue streams, with his actual salary being \$32.5 million. Beckham's arrival in MLS was transformative, elevating the league's profile globally and attracting new audiences. His presence led to increased ticket sales, sponsorship deals, and heightened media attention, with the introduction of the "Designated Player Rule"—often referred to as the "Beckham Rule"—allowing MLS teams to sign high-profile players outside the salary cap. On the pitch, Beckham's contributions were pivotal, helping LA Galaxy secure two MLS Cups in 2011 and 2012. His leadership, technical skills, and professionalism inspired teammates and set new standards for the league.

Beckham's transfers to Real Madrid and LA Galaxy were not without challenges. At Madrid, he faced initial doubts about his role in the team and endured managerial instability. In MLS, injuries and a mid-season loan to AC Milan drew criticism from fans. However, Beckham's ability to overcome these obstacles underscored his

Type a message

Web update Deep

← "David Beckham: A Journey ...

CONTEXTUAL MEMORY: POOR

NEW CHAT

commitment to the sport and his broader impact on football's global reach. His moves to these clubs were not merely career transitions but pivotal moments that reshaped perceptions of football's cultural and commercial potential, solidifying his legacy as both a player and an ambassador for the game.

Beckham's Impact at AC Milan and Paris Saint-Germain

David Beckham's loan spells at AC Milan in 2009 and 2010 marked a significant chapter in his illustrious career, showcasing his adaptability and enduring quality as a footballer. These stints were pivotal in maintaining his competitive edge and securing his place in the England national team during the latter stages of his career. At Paris Saint-Germain (PSG) in 2013, Beckham concluded his professional journey with a brief yet impactful tenure, leaving a lasting legacy in European football.

AC Milan: A Strategic Move for Form and Fitness

Type a message

Web update Deep

← "David Beckham: A Journey ...

CONTEXTUAL MEMORY: POOR

NEW CHAT

AC Milan: A Strategic Move for Form and Fitness

Beckham joined AC Milan on loan from LA Galaxy in January 2009, a move driven by his desire to remain in peak condition for England's World Cup qualification campaign. At Milan, Beckham integrated seamlessly into a star-studded squad featuring Kaká, Ronaldinho, Andrea Pirlo, and Paolo Maldini. Playing primarily as a central midfielder, he demonstrated his tactical intelligence, technical precision, and ability to adapt to Serie A's demanding style of play. In his debut season, Beckham made 18 appearances, scoring twice and contributing several assists. His performances earned widespread praise, with manager Carlo Ancelotti commending his work ethic and vision on the pitch.

Despite initial plans to return to LA Galaxy, Beckham extended his loan until mid-2009, reflecting his commitment to maintaining his form at the highest level. He returned to Milan for a second loan spell in January 2010, further solidifying his reputation as a versatile and reliable midfielder. Unfortunately, his time at Milan was cut short by a ruptured Achilles tendon in March 2010, an injury that ruled him

Type a message

Web update Deep

← "David Beckham: A Journey ...

CONTEXTUAL MEMORY: POOR

NEW CHAT

two Supporters' Shields (2010, 2011). Beckham concluded his playing career with Paris Saint-Germain, where he added a Ligue 1 title in the 2012–13 season.

Individual Accolades and Global Recognition

Beckham's individual brilliance was acknowledged with numerous awards. He was twice runner-up for the FIFA World Player of the Year (1999, 2001) and finished second in the Ballon d'Or voting in 1999. His consistent performances earned him spots in the UEFA Team of the Year (2001, 2003) and the ESM Team of the Year (1998–99). Domestically, he was named the PFA Young Player of the Year (1996–97) and won the Premier League Player of the Month award in August 1996. His iconic goal from the halfway line against Wimbledon was voted the Premier League Goal of the Decade (1992–2002).

Contributions to International Football

On the international stage, Beckham earned 115 caps for England, scoring 17 goals and serving as captain for six years. He was the first England player to score in three consecutive FIFA World

Type a message

Web update Deep

← "David Beckham: A Journey ...

CONTEXTUAL MEMORY: POOR

NEW CHAT

as captain for six years. He was the first England player to score in three consecutive FIFA World Cups (1998, 2002, 2006) and played a pivotal role in England's qualification for the 2002 World Cup with a memorable last-minute free-kick against Greece. His leadership and skill were further recognized when he was named England Player of the Year in 2003.

Recognition Beyond the Pitch

Beckham's influence extended beyond football. He was appointed an Officer of the Order of the British Empire (OBE) in 2003 for his services to the sport. In 2018, he received the UEFA President's Award, celebrating his outstanding achievements and exemplary professionalism. Additionally, he was inducted into the English Football Hall of Fame in 2008 and the Premier League Hall of Fame in 2021.

Philanthropy and Cultural Impact

Beckham's contributions to society have been equally significant. As a UNICEF Goodwill Ambassador since 2005, he has championed numerous charitable initiatives, including the launch of the "7: The David Beckham UNICEF Fund" in 2015. His cultural impact as a global ambassador for football and a style icon has

Type a message

Web update Deep

← "David Beckham: A Journey ...

CONTEXTUAL MEMORY: POOR

NEW CHAT

Football Hall of Fame in 2008 and the Premier League Hall of Fame in 2021.

Philanthropy and Cultural Impact

Beckham's contributions to society have been equally significant. As a UNICEF Goodwill Ambassador since 2005, he has championed numerous charitable initiatives, including the launch of the "7: The David Beckham UNICEF Fund" in 2015. His cultural impact as a global ambassador for football and a style icon has further cemented his legacy, making him a symbol of excellence and inspiration worldwide.

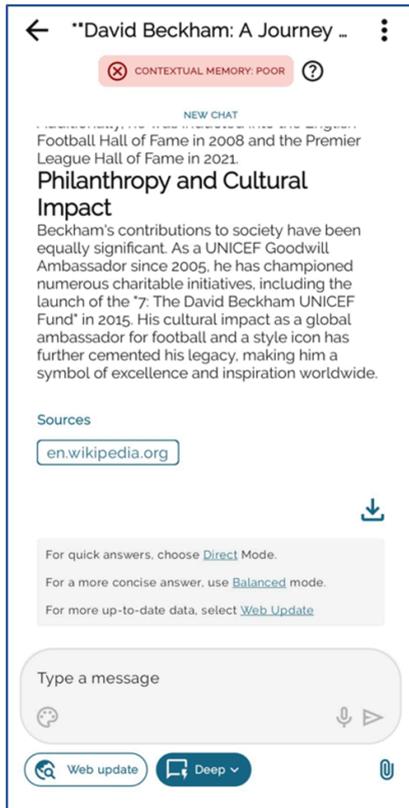
Sources

en.wikipedia.org

For quick answers, choose [Direct Mode](#).
For a more concise answer, use [Balanced mode](#).
For more up-to-date data, select [Web Update](#).

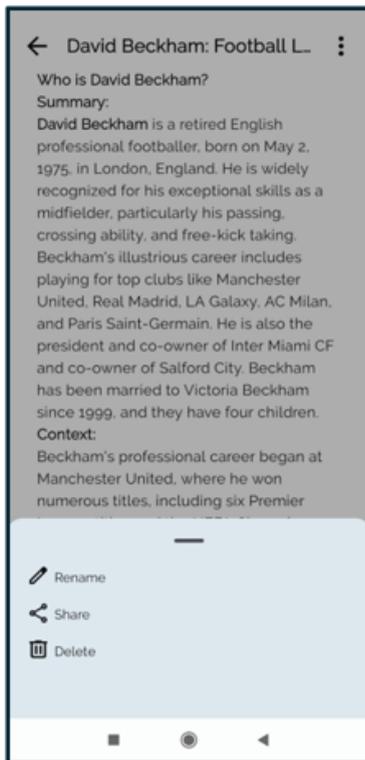
Type a message

Web update Deep



Clicking the three dots  in the top right opens a menu that allows you to:

- Rename the conversation
- Share the conversation
- Delete the conversation

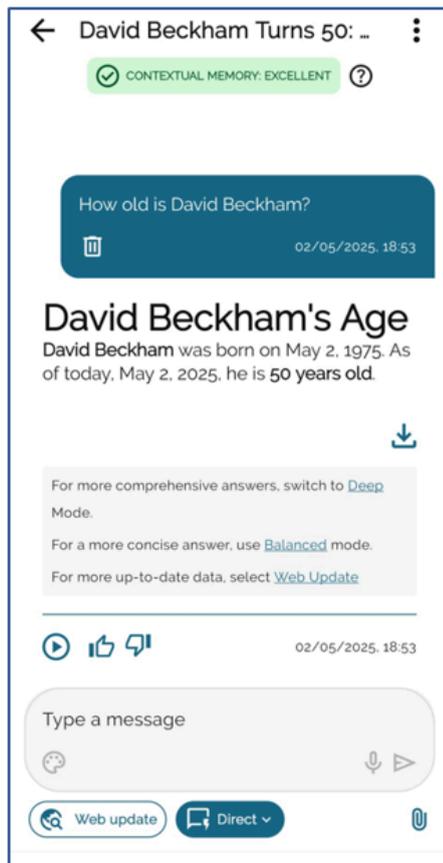


When we talk about sharing, we mean that users can share an entire conversation via a link. By clicking the  icon, the device will show a list of apps—such as Quick Share, WhatsApp, Instagram, and Chrome—where you can choose to share your conversation.

Finally, the  buttons allow you to rate the answer: a thumbs-up for positive feedback and a thumbs-down for negative feedback.

Answers in "Direct" mode:

How old is David Beckham?



As you can see, the Direct mode is concise, providing the answer without adding any extra information. This mode is perfect for those who don't want to use all the tokens, but still look for quick and accurate responses.

4.1.4 The importance of the context



Maia can assess the quality of the chat's contextual memory and alert the user when it starts to decline due to the increasing length of the conversation and the growing amount of data to consider.

We have identified three levels of quality:

1. Excellent Quality:

✔ CONTEXTUAL MEMORY: EXCELLENT

"Contextual memory is perfectly optimized! The conversation remains highly focused, ensuring precise and coherent responses."

2. Medium Quality:

ⓘ CONTEXTUAL MEMORY: NORMAL

"Contextual memory is slightly diluted. Some details might have been lost along the way."

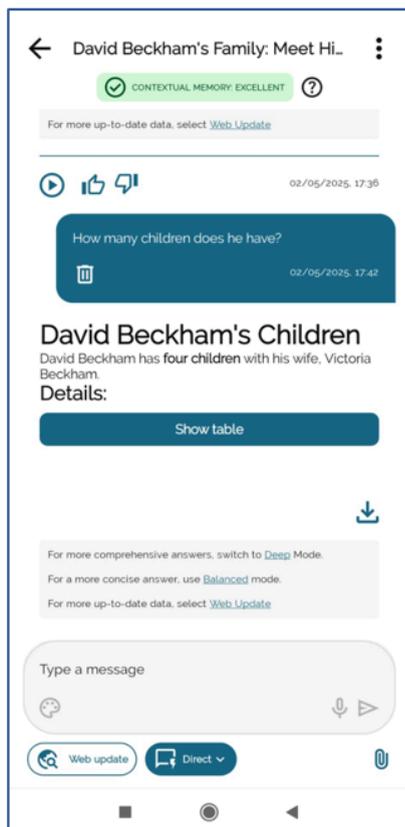
3. Poor Quality:

✘ CONTEXTUAL MEMORY: POOR

"Contextual memory is too broad. The conversation may lose focus. For a clearer context, start a new chat."

Maia can infer the subject of a sentence, even when it is not explicitly mentioned, by deriving it from the prior context.

In our example, the user asks who David Beckham is and moves on to their second question, "How many children does he have?". Although the subject, David Beckham, is not specified, Maia can still understand it from the previous interaction.

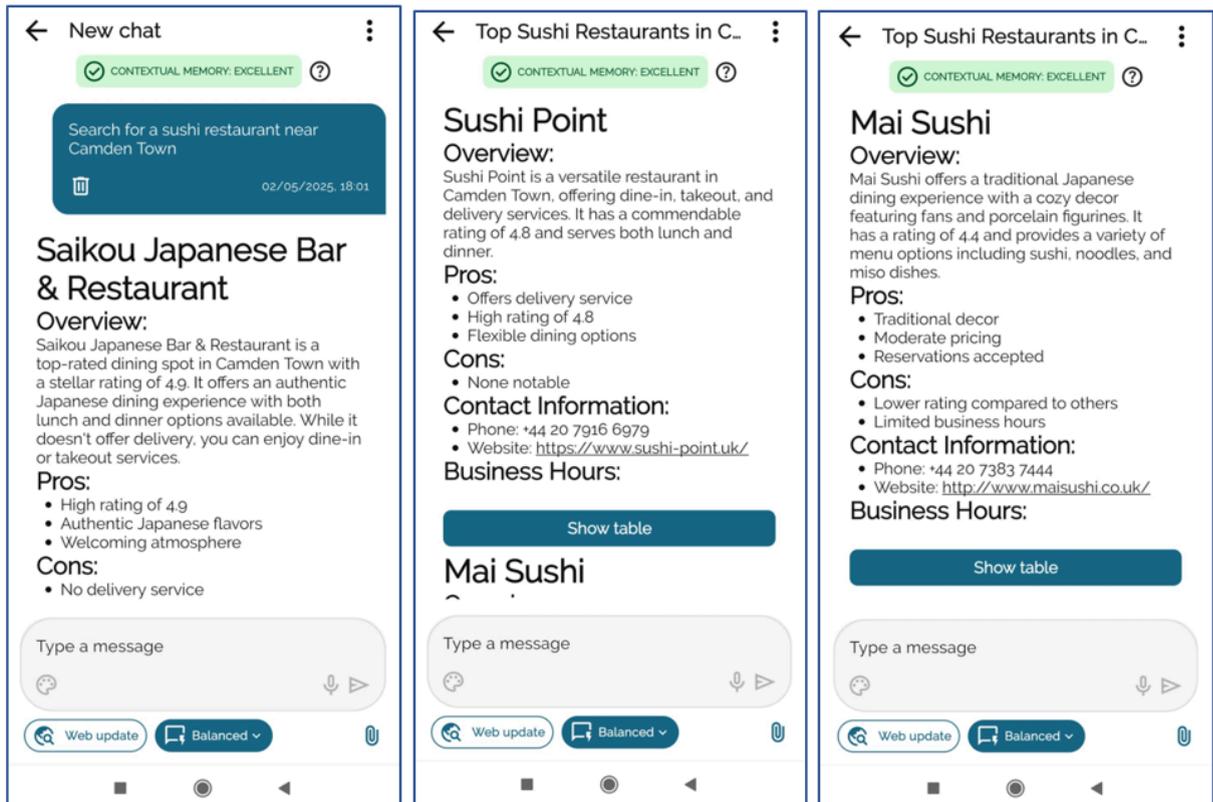


Maia has provided information about David Beckham's children. As you can see from the example, there has been no need to specify the subject of the question as the context carried over the information used by Maia to perform the search.

4.1.5 Local business searches

Local searches help locate businesses in a specific area, whether near the user's address or in another city.

Let's see an example:



The user asked for a specific type of restaurant in a particular area. Maia provided three options in that location and created a profile for each of them featuring an overview, a list of pros and cons, their contact information, and the business hours which can be viewed by tapping “Show table”.

Note: The availability of certain information is not due to a malfunction of Maia, but rather whether the searched business has an online profile.

IN A FEW TAPS: How to perform searches with Maia

- 1) Tap the  button from the home screen to open a new chat
- 2) Type your question in the search box
- 3) Tap the send button

Types of searches:

- General information searches
- Local business searches

4.2 What Image Generation is



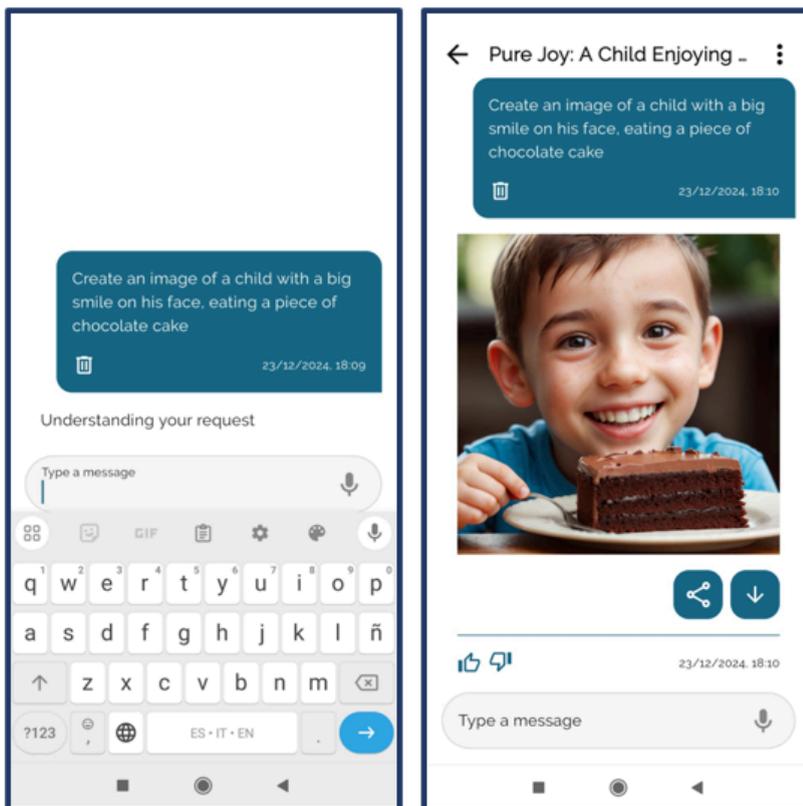
With this feature, you can generate images using AI. Just like with web searches, you can share or download them to your device.

Maia creates detailed, high-quality images in various styles and formats, delivering incredibly realistic and expressive results, especially in portraits, where facial expressions and textures are captured with striking accuracy.

4.2.1 How Image Generation Works

Let's ask Maia to generate a picture from a short and simple text prompt: "Create an image of a child with a big smile on his face, eating a piece of chocolate cake".

Here is what our example looks like:



The image matches the user's prompt and shows the feeling of fun. Maia has focused on the details and facial expression, making the result look extremely realistic.

IN A FEW TAPS: How to generate images with Maia

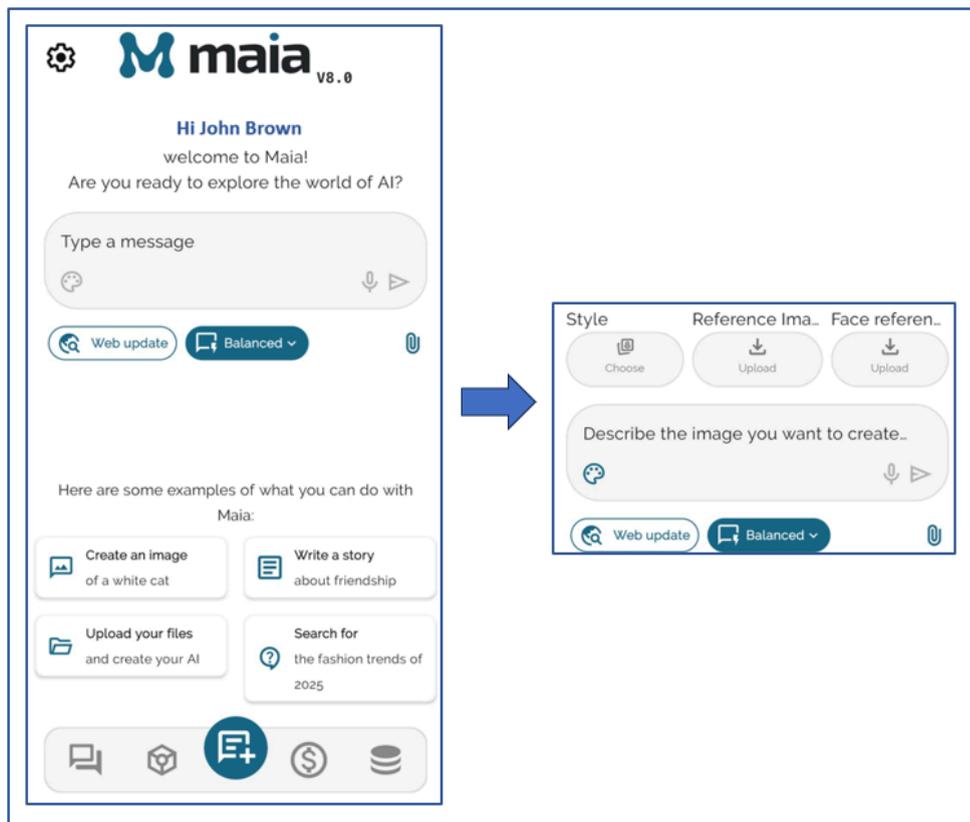
- 1) Tap the  menu button to open a new chat



- 2) Write your image prompt
- 3) Tap the send button

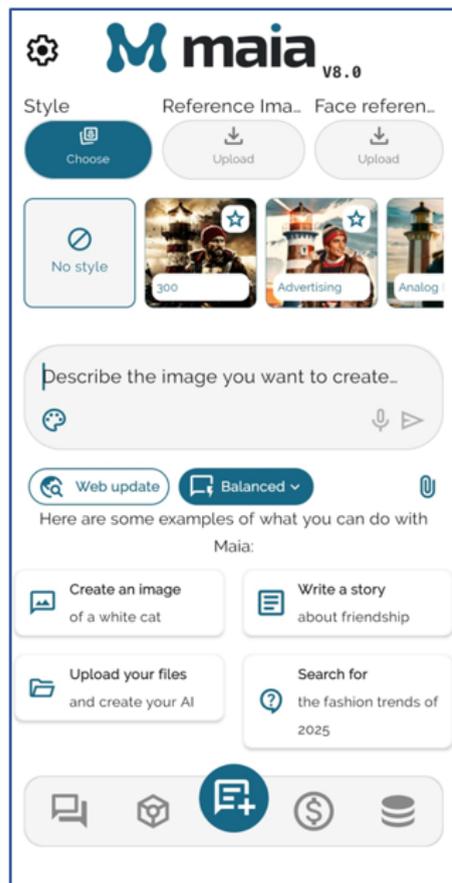
4.2.2 Additional image generation features

Below the search bar, you will see a color palette icon . Tapping it opens a section with advanced options, allowing you to further customize the image you want to create with Maia.



Let's take a closer look at these features before moving on to a practical example.

- **Style:** This option lets you choose the visual style for your image (e.g., anime, cartoon, fantasy, cubist) that will shape the overall look in your final result.



- **Reference Image:** This option lets you upload an image to use as a visual reference for the composition or content. If you add a reference image, Maia will follow its main characteristics and key elements.
- **Face Reference:** This option lets you upload a face that will be applied to the subject in the output.

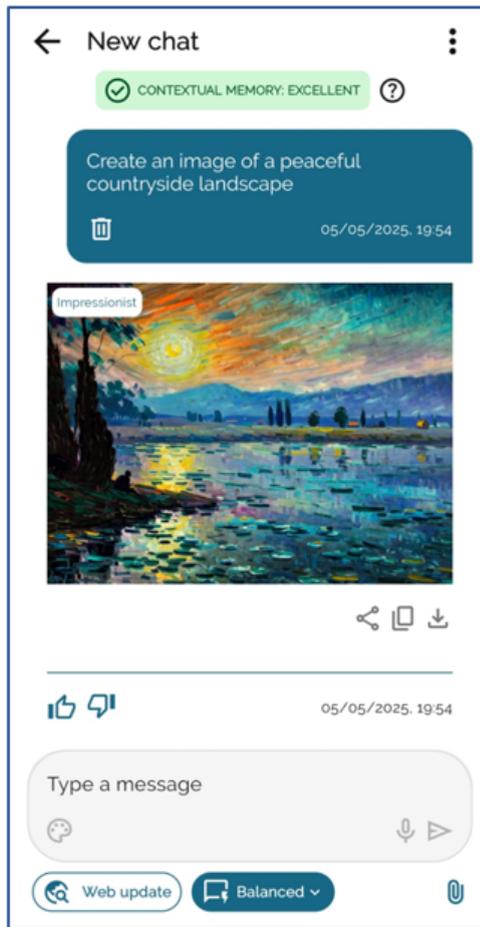
4.2.3 Image Generation

Once you select a style from the carousel and type your prompt, Maia will generate the image according to the chosen aesthetic.

1. Example - Generating an image with a chosen style

Prompt: Create an image of a peaceful countryside landscape

Chosen style: Impressionist

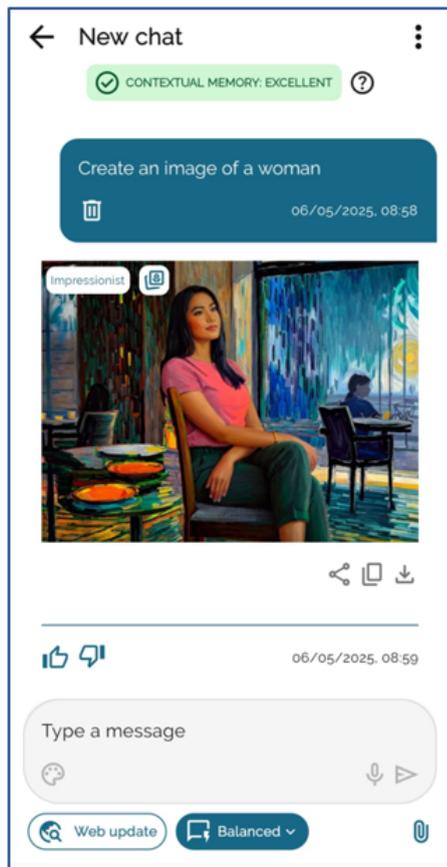


2. Example - Generating an image with both a chosen style and a reference image

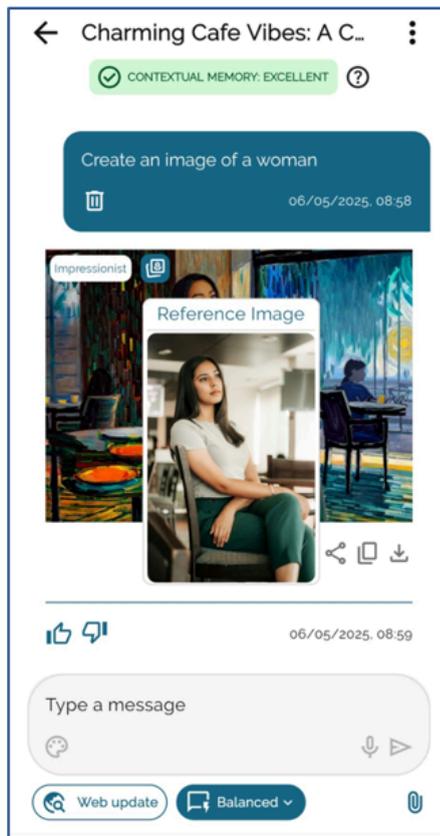
Let's upload a photo of a woman sitting on a chair.

Prompt: Create an image of a woman

Chosen style: Impressionist



To see which reference image you used, tap the icon next to the selected style in the top-left corner .

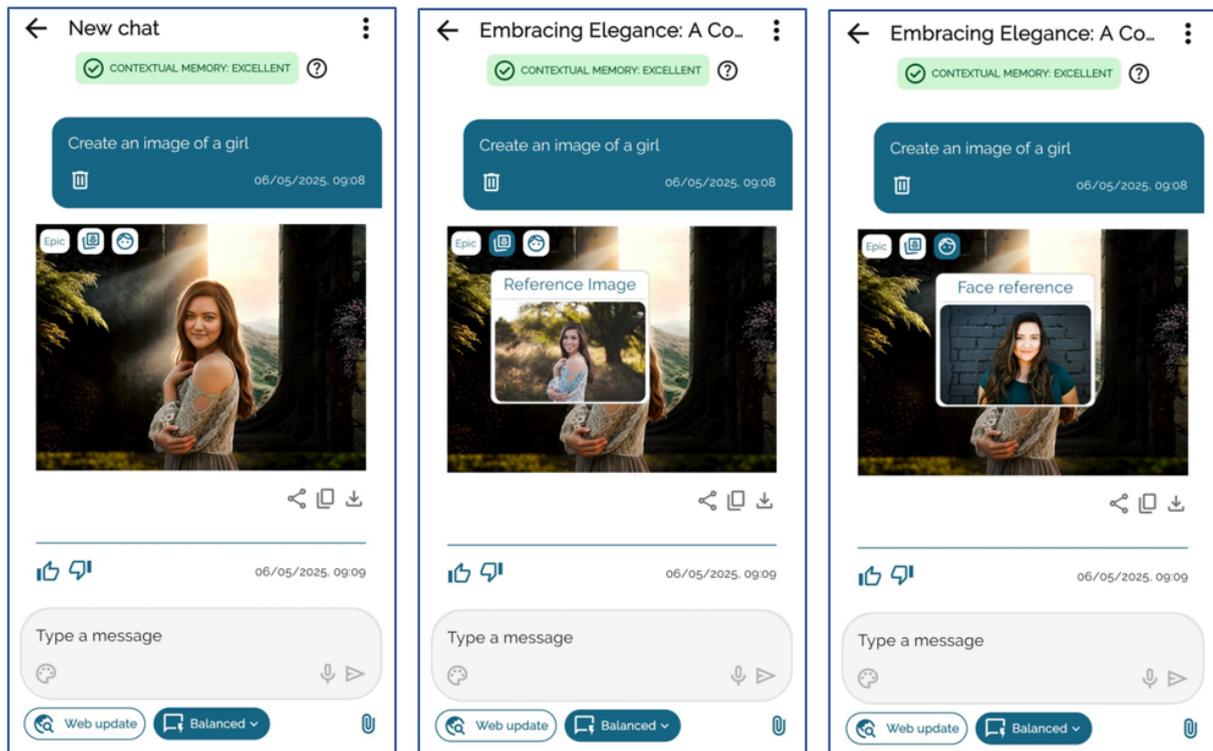


3. Example - Creating an image with a selected style, a reference picture, and a face reference.

This time, let's select the Epic style and upload one photo as a reference image and another as a face reference.

Prompt: Create an image of a girl

Chosen style: Epic



4.3 What “Text Generation” is

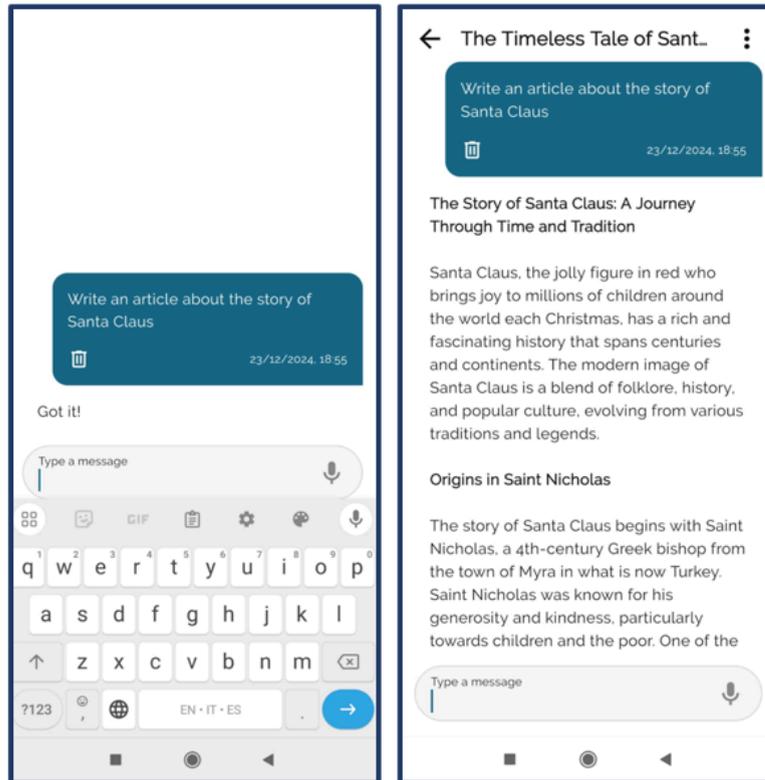
This feature allows you to generate different types of texts, including articles, contracts, podcasts, reports, and more.

4.3.1 How “Text Generation” works

Type your request in the search bar to generate your text with Maia.

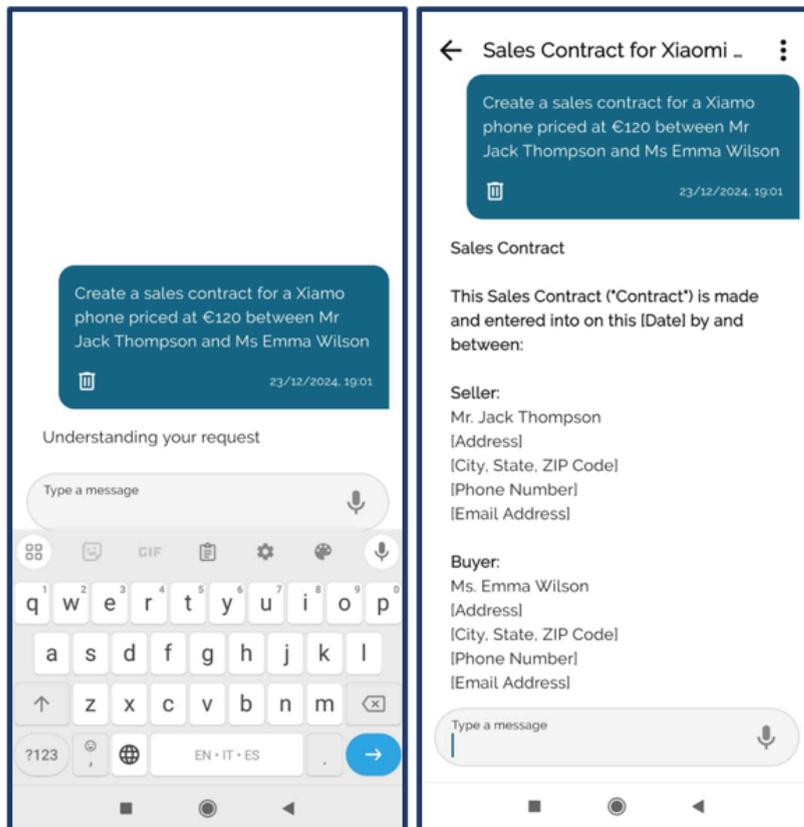
Let’s see a few examples:

- 1) Write an article about the story of Santa Claus



Maia has generated a text on the requested topic, following the proper structure and guidelines typical of an article.

- 2) Create a sales contract for a Xiaomi phone priced at €120 between Mr Jack Thompson and Ms Emma Wilson.



Note: This example only includes the buyer's and seller's names, leaving out sensitive information like tax numbers or addresses. Depending on the context, Maia adds placeholders and/or fictitious details, which you will need to edit later. Although in this case, the user hasn't provided specific information on the buyer and seller, Maia has added placeholders to ensure the contract looks legally valid.

IN A FEW TAPS: How to generate a contract

- 1) Click the  button to open a new chat
- 2) Enter the details of the contract
- 3) Press the send button
- 4) Edit the information with real details (e.g., tax ID, residential address, etc.)

4.4 Maia Studio

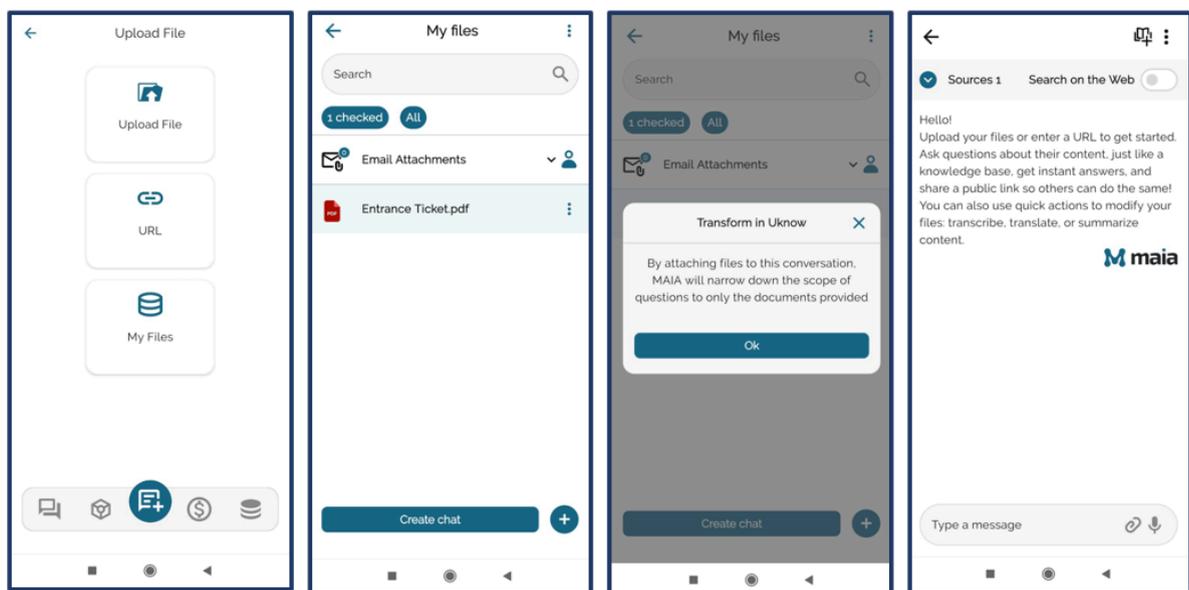
Maia Studio allows you to extract and request information from personal sources such as documents or websites. This means you can create a personalized AI experience based on your own content.



By accessing the "My Files" storage space and leveraging Maia's technology, users can upload various file types (text, audio, images, and URLs) into the chat for tasks like translation, summary, and audio transcription.

With Maia Studio, **you can also ask specific questions about the uploaded files and generate shareable links. This way, external users can interact with Maia, ask questions about the attachments, and create documents using the information available in the uploaded files.**

4.4.1 Visual guide on how to attach a file to a chat:



IN A FEW TAPS: How to attach a file to a chat

- 1) Tap the  button
- 2) Choose a file
- 3) Press and hold the selected file
- 4) Tap "Create chat"

You will now see a new chat featuring a search box where you can type your question. If you want to attach a second file to the same chat, tap the attach icon next to the search box.

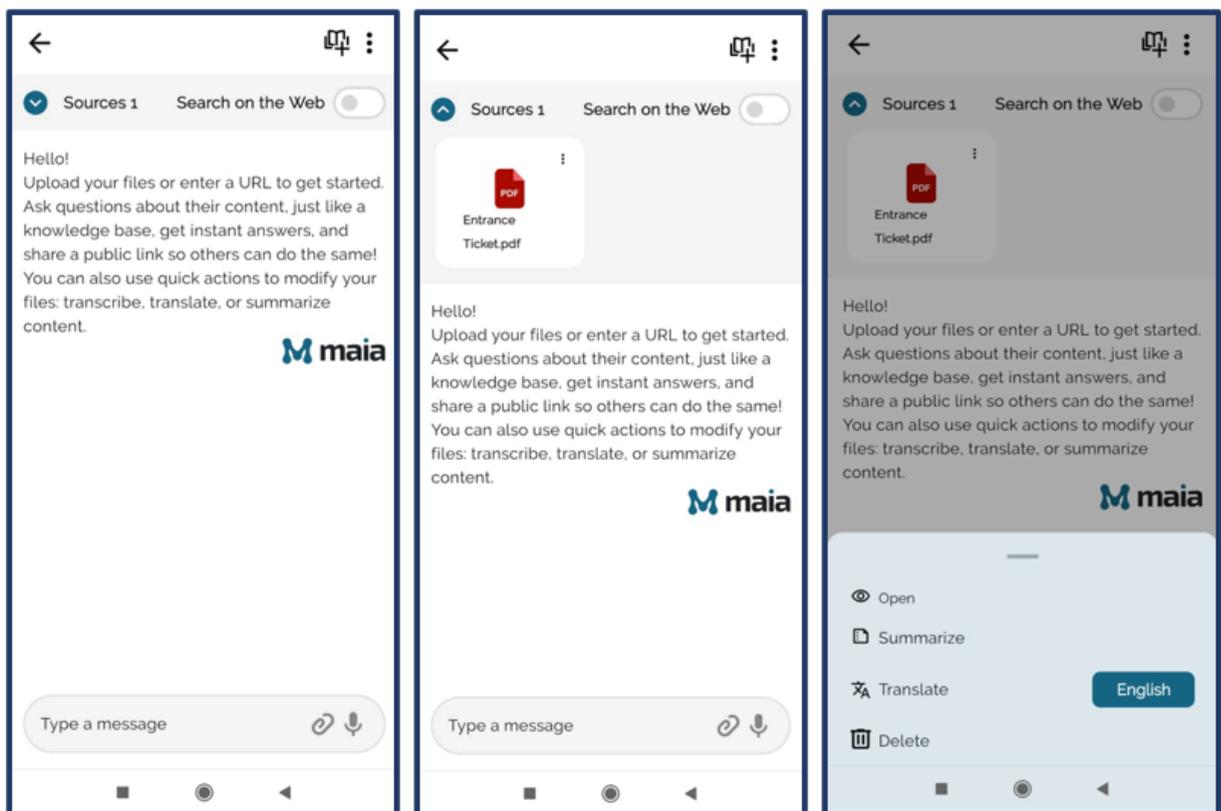


4.4.2 Quick actions to perform on the files attached to a chat

Once a document is uploaded, you can ask Maia to perform tasks such as summarizing or translating its content.

To start using the quick actions, tap the arrow in the top left corner located next to “Sources”, which represents the attached file. Once you expand this section, you

will see a three-dot icon  next to your file. Tap it to view all quick actions.



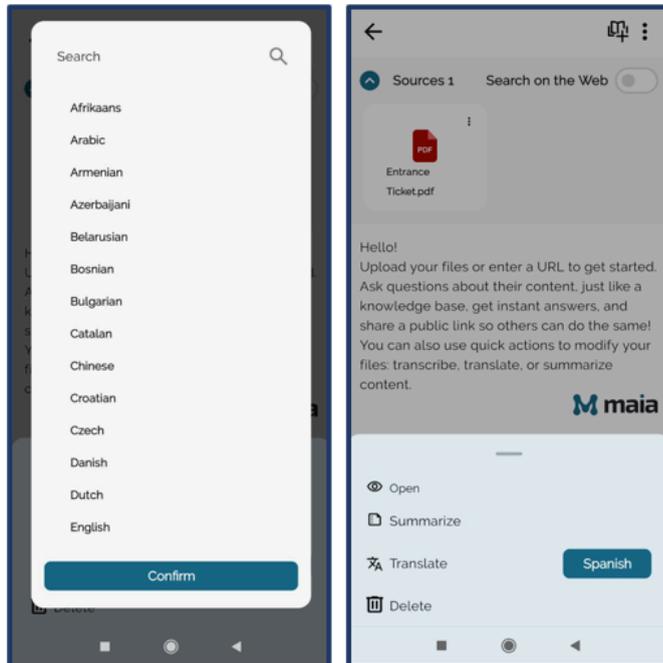
Open. By tapping here, you can open the attached document.

Summarize. By tapping here, you are asking Maia to summarize the attached document.

Translate. By tapping here, you are asking Maia to translate the attached document. To select a language for your translation, tap the button next to “Translate” and choose from the list. Since the app is initially set to English, the



button will display “English”. Once you choose the target language (e.g., Spanish), the button will update to “Spanish”.



Delete: By clicking here, you can unlink the attached document from the chat.

In addition to the quick actions, you can also **ask Maia specific questions** about the content of your document. Use the chat search box to type your request.

4.5 The public link

External users without an account can still interact with Maia by asking questions about the information shared by a Maia user via a public link. By accessing this link, they can make the most of Maia, inquiring about the content in the public chat or generating documents based on the uploaded material available through the link.

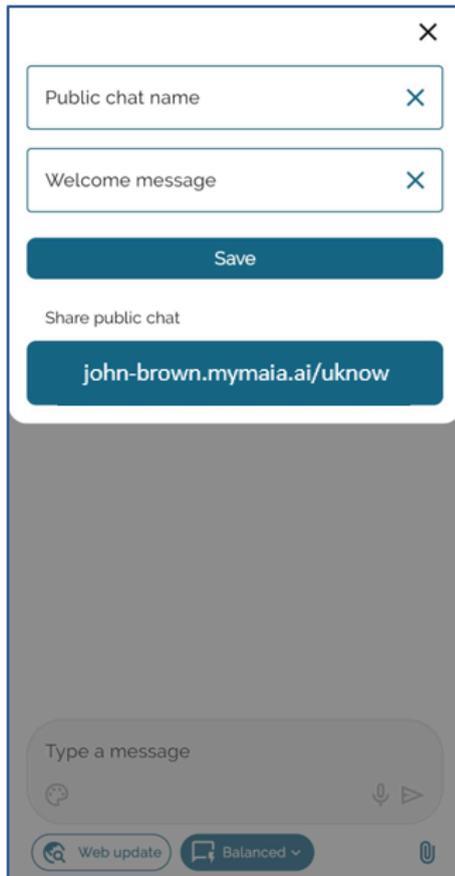
4.6 How to share a Maia Studio link

The steps to share a Maia Studio link are quick and easy.

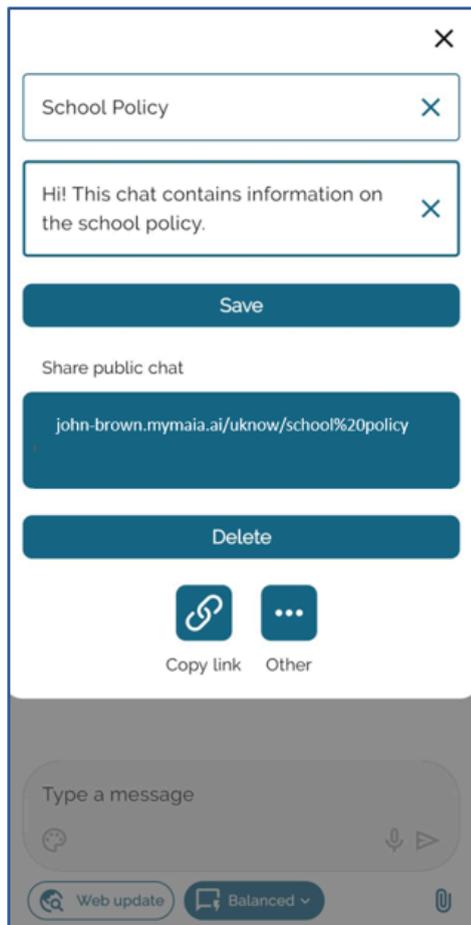


First, navigate to the chat with the uploaded files, and tap this icon  in the top right corner.

A pop-up will appear, where you can enter a "Public chat name" and include a message explaining the type of documents you are about to make public.



Once you enter the information and click "Save", another pop-up will appear showing the details you have provided, along with the option to copy the link and share it through on available channels.



IN A FEW TAPS: How to share a Maia Studio link

- 1) Tap the icon in the top right 
- 2) Fill in the "Public chat name" field.
- 3) Enter a welcome message.
- 4) Tap "Save".
- 5) Copy the link.
- 6) Share your link through the available channels.

4.7 How non-Maia users can access a public link

The users who receive the public link but don't have an account can interact with Maia and ask questions about the uploaded content.

When clicking the link, they will first be prompted to fill out a form with their personal details (name, surname, email, and phone number).



Benvenuto in **maia**

Before continuing, we invite you to fill in the following fields

<p>First Name*</p> <input style="width: 90%;" type="text"/>	<p>Last Name*</p> <input style="width: 90%;" type="text"/>
<p>Email*</p> <input style="width: 90%;" type="text"/>	<p>Phone</p> <input style="width: 90%;" type="text"/>

[Proceed to Maia](#)

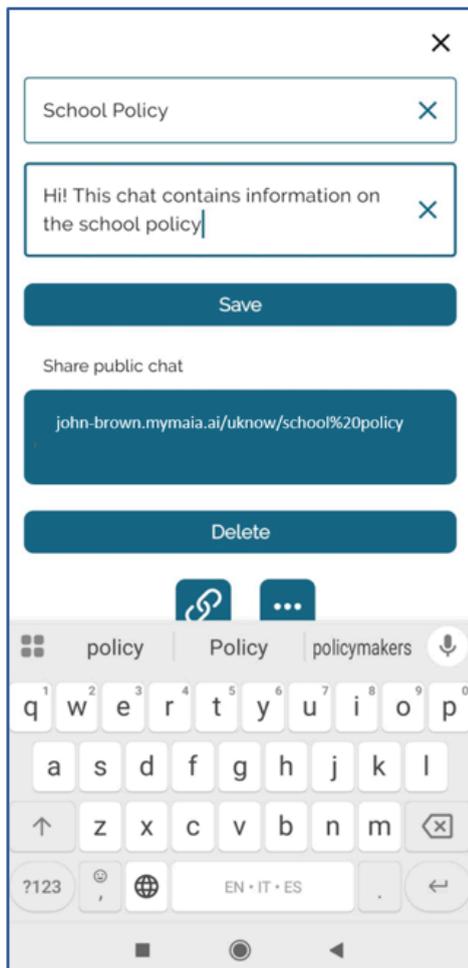
Clicking the "Proceed to Maia" button will open a screen where the user can ask questions about the attached content.

4.8 Practical example of how to share a public link and how recipients can use Maia Studio

Let's imagine that a Maia user uploads a school policy.

They click the  button and name the conversation "School Policy".

In the welcome message, they provide a brief description of the shared documentation, saying: *"This chat contains information on the school policy"*.

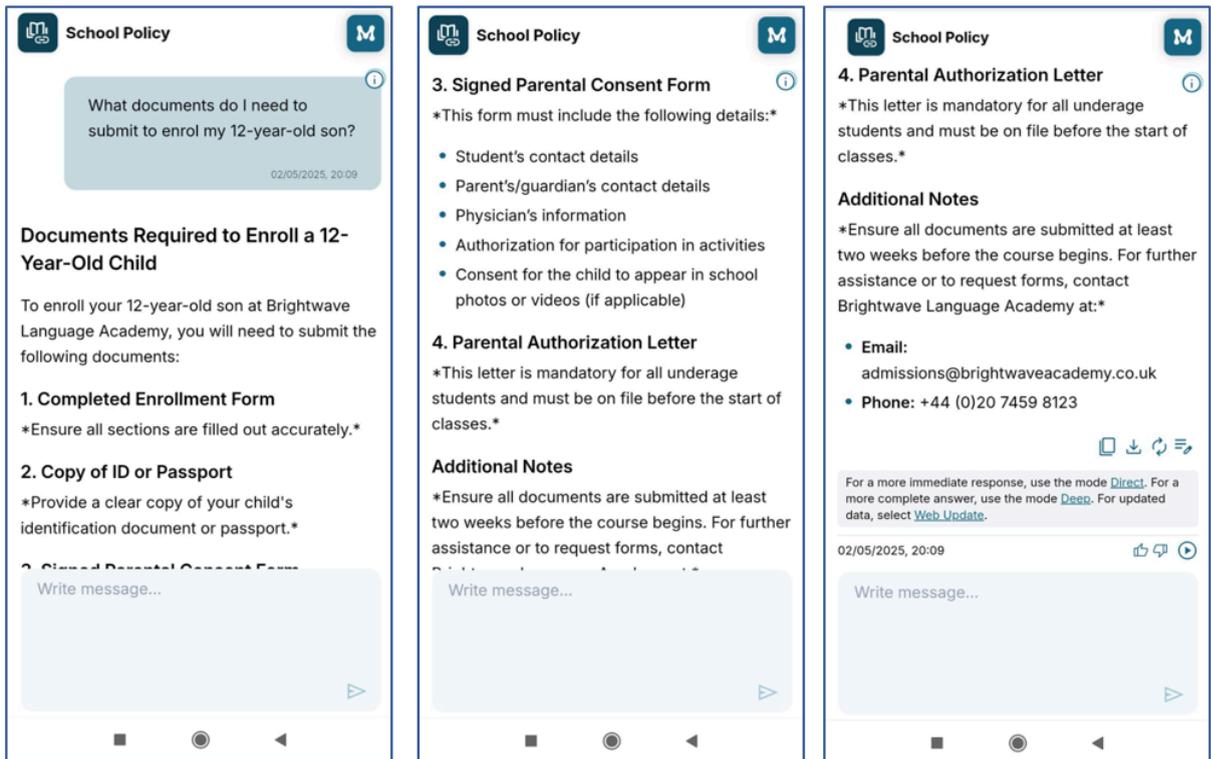


The user can then share the link via the channels displayed on the screen (Facebook, WhatsApp, X, LinkedIn, and email) or copy the link and paste it wherever they want.

Once the recipient enters their personal details, they can access Maia and ask questions about the attached content.

Maia will then generate a response, which can be downloaded in Word format by clicking "download"  at the bottom of the answer.

In this specific example, the user who accesses the public link can ask questions like: "*What documents do I need to submit to enrol my 12-year-old son?*"



As outlined by Maia in points 3 and 4, the parents of underage students are required to submit several documents, including a parental authorization letter.

The external user can then ask Maia to generate the authorization letter by providing essential information.

For example, they may ask: *"Can you generate the parental authorization letter for my son Oliver Thompson? Here are the details: Student's Information Name: Oliver Thompson Date of Birth: 2 April 2013 Address: 14 Elmwood Road, Bristol, BS1 4ST, United Kingdom. Parent's Information: Full Name: Sarah Thompson Mobile Number: +44 7712 345678 Email Address: sarah.thompson@mail.co.uk. GP's Information GP's Name: Dr James Whitmore GP's Telephone: +44 7709 876543"*

School Policy

Can you generate the parental authorization letter for my son Oliver Thompson? Here are the details: Student's Information Name: Oliver Thompson Date of Birth: 2 April 2013 Address: 14 Elmwood Road, Bristol, BS1 4ST, United Kingdom. Parent's Information: Full Name: Sarah Thompson Mobile Number: +44 7712 345678 Email Address: sarah.thompson@mail.co.uk. GP's Information GP's Name: Dr James Whitmore GP's Telephone: +44 7709 876543

02/05/2025, 20:09

Parental Authorization Letter

Write message...

School Policy

Parental Authorization Letter

Student's Information:

Name: Oliver Thompson

Date of Birth: 2 April 2013

Address: 14 Elmwood Road, Bristol, BS1 4ST, United Kingdom

Parent's Information:

Full Name: Sarah Thompson

Mobile Number: +44 7712 345678

Email Address: sarah.thompson@mail.co.uk

Write message...

School Policy

General Practitioner's Information:

GP's Name: Dr. James Whitmore

GP's Telephone: +44 7709 876543

Authorization:

I, Sarah Thompson, as the parent/guardian of Oliver Thompson, hereby authorize his participation in all classes, activities, and outings organized by Brightwave Language Academy. I confirm that I have read and understood the school's policies, including those related to attendance, supervision, safeguarding, and health & safety. I also acknowledge that the school will contact me or the designated emergency contact in case of illness or injury.

Write message...

School Policy

Media Consent:

I consent / I do not consent to Oliver Thompson appearing in school photos or videos for promotional or educational purposes.

Emergency Authorization:

In the event of an emergency, I authorize the staff of Brightwave Language Academy to provide or arrange necessary medical treatment for Oliver Thompson, as deemed appropriate.

Signature:

Parent/Guardian Name: Sarah Thompson

Signature: _____

Date: _____

Write message...

School Policy

Emergency Authorization:

In the event of an emergency, I authorize the staff of Brightwave Language Academy to provide or arrange necessary medical treatment for Oliver Thompson, as deemed appropriate.

Signature:

Parent/Guardian Name: Sarah Thompson

Signature: _____

Date: _____

For a more immediate response, use the mode [Direct](#). For a more complete answer, use the mode [Deep](#). For updated data, select [Web Update](#).

02/05/2025, 20:10

Write message...

Note: By including all the necessary information in your request, Maia will generate a pre-filled letter with the required details, ready to download and use.



5. Pricing

Maia is an AI product that works through a credit system called Maia Credits. This system allows you to use credits only for the specific tasks or requests you actually need, ensuring no credits are left unused.

As mentioned earlier, when making your purchase, you can choose between two types of plans:

- **Maia Free** has no fixed monthly costs and provides 50 free Maia Credits per month which you can use for any Maia feature.
- **Maia Elite** has a fixed cost of only €5 per month and provides 500 Maia Credits, with automatic monthly renewal.

The Maia Free plan allows unlimited access to all types of requests, with the only limitation being the 50 credits available. Once the credits are over, the service will be unavailable until the plan is renewed for free, after which you will receive another 50 credits, as provided for in the Free plan.

If you think that the 50 monthly credits on the Free plan are not enough for your needs, you will have to upgrade to the Elite plan to get additional credits. Purchasing extra credit packages is not possible with the Free plan.

The Elite plan not only comes at a very competitive price of just 5 euros per month, but it also provides 500 credits, which results in more interactions with Maia. **Besides, if you run out of credits on the Elite plan, you can always purchase extra credit packages.**

Our extra credit packages are:

- Small: 500 Maia Credits
- Medium: 1000 Maia Credits



- Large: 3000 Maia Credits

Please remember that the credits you purchase from the extra credit packages are valid and can only be used while your Elite plan is active. If you don't renew your subscription after 3 months, the account will switch to the Free plan with 50 credits, and any extra credits you have bought won't be available. However, if you renew the Elite plan, those credits will become available again.

5.1 Payment methods

To start using Maia, you can choose from the following payment methods:

- Credit cards (Visa, Mastercard, Amex, UnionPay)
- Google Pay, Apple Pay
- Utake Payment

The Elite plan has a fee of 5 euros, which will be charged monthly. When you renew by making your next payment, the 500 Maia Credits will be automatically added to your Maia account.

