

Brain Builder for Smart Devices

Neurala's end-to-end platform streamlines creation, deployment, and analysis of custom vision AI solutions, helping product managers build innovative, affordable smart devices faster.

Smart devices are today's hot consumer product, and their popularity is quickly increasing. But, many of their capabilities are only as good as the artificial intelligence that powers them, and AI differentiation is a significant challenge given the pressures of tight development schedules and budgets. Product development teams often struggle to identify the right AI technologies to differentiate their products from the competition, while still shipping on time

and under budget. If deadlines slip or costs rise, there is real risk of losing market share.

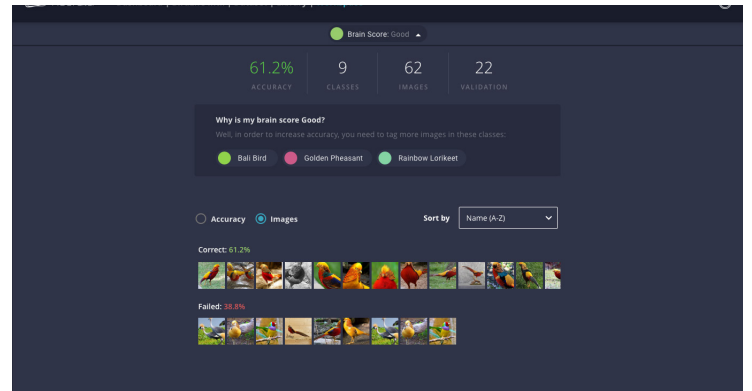
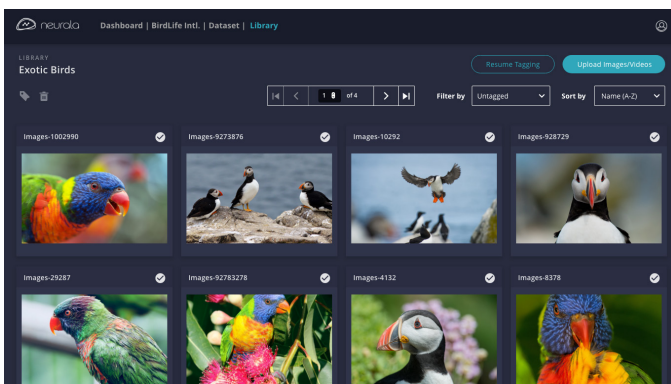
Neurala's Brain Builder platform helps companies build deployment-ready vision AI solutions that engineers and product managers can use to create innovative, affordable smart devices, even if they have no AI experience.

A Catch-22

Staying ahead of the competition is the name of the game in the smart devices industry, making long development cycles a serious threat to market share. Despite the need for manufacturers to ensure their product is unique, they don't have the time to build the underlying AI solutions that make these devices stand out to buyers.

That's because AI is an iterative process. Teams need to be able to prototype, test and improve upon AI models and neural networks to ensure the "brains" of their smart devices are better than the competition. Product developers face a lot of pressure to speed up this process so they can meet market demands and build in the cool new features customers want.

So, they might look to replace labor intensive open source approaches with commercial AI solutions. But most smart devices are a low-price, high-volume product, which means tighter development budgets and slimmer profit margins. As a result, product managers often can't afford to bring in the commercial services that could make their AI, and ultimately their product, better.



The Brain Builder ROI

Neurala's Brain Builder platform offers a cost-effective, easy-to-use vision AI solution for smart devices. Available at a lower total cost of ownership than other commercial AI solutions, Brain Builder allows product developers to quickly build deployment-ready AI solutions with minimal lift.

Brain Builder enables rapid model prototyping, testing and iteration. At the onset, Brain Builder makes it easy for users to upload and tag their own data to train the AI model. From there, users can watch the AI improve in real-time, making tweaks until performance reaches their desired accuracy target. Brain Builder also provides flexible deployment options, including edge deployments, to enable seamless, successful integrations with device hardware.

The platform is easy to use even if you're never worked with AI, so product developers can focus on other aspects of development while leaving their team to design an AI model that will make their smart device unique and appealing to buyers.

Curious how Brain Builder can help you differentiate your smart devices?
Sign up and try it for free at www.neurala.com.

Neurala is a pioneer in custom vision artificial intelligence. On a mission to make vision AI more accessible, Neurala is the company behind Brain Builder: a SaaS platform that dramatically reduces the time, cost and skills required to build and maintain production quality custom vision AI solutions. Founded in 2006, Neurala's research team invented Lifelong-DNN (L-DNN) technology, which reduces the data requirements for AI model development and enables continuous learning in the cloud or on the edge. Now, with customers in the drone, robotics, smart device, industrial inspection and AI professional services verticals, Neurala's technology has been deployed on 30 million devices globally.

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