25:36 so after we went from a microcontrollers general purpose cortex and we went to Aquatics with Corpus ceso and we saw a
25:43 new arm technology with an m55 u55 we went up to a Linux machine and we saw
25:49 that we are supporting Linux now we are even supporting a specific IPS and you
25:56 know you saw several example of them I chose for this discussion brain chip now I believe that most of you never heard
26:03 about this company it's an IP company that they are selling their IP to the semis but they also have their own chip
26:09 and they are doing a neuromorphic solution now neural network engine need to mimic
26:17 the neural brain just to make it as simple as possible a neuromorphic engine
26:23 need to mimic a neural blank and the neural nervous system
26:31 from a neuron mathematics solution and you will see a lot we are working with five new neuromorphic IPS and
26:38 semiconductor companies so what is a neuromorphic Computing AI neuromorphin Computing is a method of
26:44 Computer Engineering which elements of computer are modeled are modeled after system in human brain and a nervous
26:50 system and this is important very complex and again these devices need to be used
26:56 on embedded application so brainship announced the Akida
27:02 it's a specific IP and by the way when it starts already licensed that and many others already did and funny it's
27:10 already been implemented on an automotive application in one of the Mercedes and you will see an example
27:15 so what they're doing is that when you have a lot of models so from previous
27:20 application normally it's a one model here when you want need to run multiple models so I want to do in the same time
27:28 face recognition and voice recognition immediately spontaneously on the fly on
27:35 the edge no internet or internet connectivity this is like science fiction but this is what developers are
27:41 doing now so you can do Vision audit you know gesture all of it in the IP and
27:47 there is specific CNN and snn these are a neural network type of acronyms for
27:53 machine learning application applications and what they are doing in like you know you they compare themselves in the
28:00 high-end one okay so now we are comparing not on the law and my causing process so we are comparing to gpus so
28:07 again the customer said I need to put Nvidia into my Automotive application or
28:12 Auto my home Gateway AI application I cannot do that this is where things are
28:17 getting nice because you're comparing to a GPU and you can see that what you can do in a 300 megahertz IP of Akida
28:25 normally a 900 Mega GPU will do from a performance or from a clock speed
28:30 application and this is important because we need to check to compare ourselves from a CPU GPU
28:39 microcontroller neural network neomomorphic any type of acceleration the market is is going more and more and
28:46 more and more so um we connected with benchip and brainship was walking with us to
28:54 have this type of application and the the idea is that we simplify how to
29:00 utilize this neuromorphic solution to the platform and there is a very simple demo here showing a video that can
29:07 explain more than I can talk and when I talked about Mercedes earlier here's an example of what the future of
29:15 the cabin in the vehicle is going to look like we've got three networks that are running simultaneously one is going
29:20 to recognize you by face one is going to recognize you by voice and one's going to recognize you as individuals are in
29:27 the vehicle and the future of that's also going to recognize the gender and recognize the age
29:45 in the Netflix
29:51 Todd all systems acted
29:58 so what makes this fun is the fact that again so again
30:04 not so brain chip is not suitable for every application it's complex machine
30:10 a leaf is not suitable for every application normally you should use a general purpose microcontroller with a
30:16 corpus so for one application let's say you can use a GPU or a neuromorphic for
30:22 a different one yeah they want to sell their semis all over the place it really depends on you and this is where we are
30:28 helping you guys to be able to simplify the way that you can test it before you
30:34 are choosing no these are semis with that semis we
30:39 already engaged with customers because in the end we need to make a living and this is a good example of customers that
30:45 went public with us so nothing here is confidential we can see industrial application we call the collaboration
30:52 with the German company called baloof and ready robotics for machine learning on manufacturing you know adding machine
30:58 learning to the robots so then you know exactly the positioning and you know for
31:03 a wearable application they are a company called No watch that literally doing no watch it's showing how much you
31:11 are stressed and again you need to train a lot of models that you knows taking
31:16 all of the sensor from your hand if you are too stressed or not and this is a a mental well-being application and the so
31:24 you see industrial you see wearable Edge compute application high-end in this
31:29 case the request was we want to count people in a traffic light in India Okay
31:35 so a lot of things you need an Nvidia GPU for that so this is where cost is
31:41 doesn't matter you just need to execute with supporting Nvidia as well and for example a non-invasive glucose think
31:48 about it this is revenue revolutionary application from a company called No Labs how much models you need to train
31:54 but still need to be handled application low cost low power and in this case it
32:00 was no network engine so you see different type of application exactly the same is I shared before
32:06 unfortunately I cannot tell who is who but in then each of them won one of that
32:12 okay all multiple and this is good example other companies so we mentioned already
32:18 a wearable or ring I believe some of you know the ordering and just today Samsung

32:24 announced that they want to do the same so there are six sensors in the wing and Aura is fully committed the customer for

32:31 us where we walked a lot training months and months and months on something that

32:36 is on your wing think about again low power application using co-processor some Machining is being done on Wheelie

32:43 on the edge some on the Gateway that is the phone some need to be on the cloud again sleeping awareness is something

32:48 that you cannot do everything on the edge but again this is a good example slate safety uh for um you know

32:56 firefighters that when firefighters in California entering to a building there is a lot of training being done so if

33:03 there is a two kilometer hit the training will tell them you need to be

33:08 aware so alarm will already turn on saying something will happen and this is the anomaly detection that we need

33:14 versus that it's a fire and unfortunately something somebody will be dying and again no Labs sleeping data

33:21 type of application you can read about these companies online and this is very important these are the customers that

33:27 are working with us paying that we are supporting them with some you know specific models specific technical

33:34 support building blocks using our platform now we are not stopping

33:41 because yeah you have a crazy Israeli work in the company so we are really going ahead ahead we are developing

33:46 platforms so weapon designs we we have these two example here the the

33:51 non-walking one because we didn't able to ship them from California we cooperate with Italian company Colorado

33:58 building this type of weapon design to Hardware platform for machine learning

34:03 application running on predictive maintenance motor controls and we doing this type of you know human help

34:11 application or voice with collaboration you see with no dick and sentient so some of the machine learning running on

34:17 the cortex some of them running on Cindy and neural network calls all of that information you can get from our team

34:22 outside or for me my business card is for you if you have any questions or support and what is our business model so in the

34:30 end all of you can today register to the platform totally free you will have unlimited project you know 20 minutes

34:37 per job four gigabyte four hours one seat it's totally free you can get it

34:42 normally when it becomes complex when you need help when you need mobilizing

34:48 customized support dedicated help this is where you are becoming a subscription customer for us there is a fee a monthly

34:56 fee with the 12 months contract and it can go from 3K up to 50K depending on

35:01 what you need but then this is how you're solving cost of the bomb because we are here to support you and this also

35:08 can answer your question so just to summarize you remember I

35:14 started with that box what you need to take here is your data this is where you are data in data

35:21 forward upload data train data modelize any type of data and in then you know

35:26 that someone will do that job and you will see the deployment it's us and we are able to support it our job is to

35:33 democratize machine learning to the embedded Engineers this is the message from the founders and this is how we are

35:39 doing it so we will work with more semis the targets to have all the latest Technologies and we are working with so

35:45 many new innovation IPS and semiconductors if you didn't see a semiconductor that's been implemented

35:50 yet is it will come okay we are working with all of them so then you will have more choices too for your application

35:57 that's it thank you very much

36:04 we have another one question because we have two minutes to go another one question

36:11 excellent so it was clear thank you very much everybody enjoy the day