

Bragi Joins STMicroelectronics Partner Program to Accelerate Development Time of IoT Solutions

Merging state-of-the-art configurable, scalable, and power-efficient software building blocks of Bragi Intelligent Edge computing platform with products, technologies, and solutions from ST to speed customer time-to-market

Munich, 25. May 2018 – Only a couple of months after Bragi introduced Bragi NanoAI and Bragi Intelligent Edge at Mobile World Congress 2018 as a new business line focused on services and solutions, the company announces today its inclusion in the STMicroelectronics Partner Program to make software solutions that address the current needs for modern IoT development accessible to clients who want to join the early phase of the roll-out.

“With our flexible platform and toolchain centered around machine-learning techniques, clients will be able to reduce effort, time, and money of embedded development, deployment, and maintenance throughout various industries”, says Bragi CEO Nikolaj Hviid. “We are very much pleased to join the ST Partner Program to help its clients reduce time and cost to market by enabling high-frequency sensor processing to be combined with the lowest memory and processing footprint to date; while Bragi nanoAI offers the world’s most efficient artificial intelligence embedded in IoT devices.”

“The new ST Partner Program helps customers’ design teams access extra skills and resources to aid engineering development and shorten time-to-market for new products,” said Alessandro Maloberti, Partner Ecosystem Director, STMicroelectronics. “By selecting, qualifying, and certifying our program partners, we are taking yet another major step in helping customers accelerate design and development, and ship to market the most robust and efficient products and services.”

STMicroelectronics, a global semiconductor leader serving customers across the spectrum of electronics applications created the ST Partner Program to speed customer development efforts by identifying and highlighting to them companies with complementary products and services. Moreover, the program’s certification process assures that all partners are periodically vetted for quality and competence. For more information, please visit www.st.com/partners

About Bragi

Bragi was founded in 2013 and went live a year later on the crowdfunding platform Kickstarter.

With 15,998 backers who contributed over \$3.3 million (USD), Bragi has evolved from a promising startup to a market moving creator of innovative technology, opening the new category of Hearables and Truly Wireless Earphones.

In 2018, Bragi introduced a new business focused on services and solutions with the presentation of Bragi nanoAI and Bragi Intelligent Edge. This approach dates back to Bragi The Dash, which was designed as a development platform for Bragi Intelligent Edge. Twenty-seven different embedded sensor streams coupled with an onboard storage, enabled Bragi to fast track the development of Bragi Intelligent Edge in real life environments.

Bragi Intelligent Edge software suite will allow Industries to reduce time and cost to market, enabling high frequency sensor processing to be combined with the lowest memory and processing footprint to date; while Bragi nanoAI offers the world's most efficient artificial intelligence embedded in IoT devices.

Bragi helps companies design, develop and create solutions that meet specific needs for their industry or product offering and is working with companies from sectors like smart home/ city, consumer electronics, industrial, transportation, health and sports gear & garment, among others.

For more information about The Dash, The Headphone or any other Bragi product, visit www.bragi.com/press.

For more information about Bragi nanoAI and Intelligent Edge, visit www.bragi.net

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