

## Bragi and Silent Sensors partner to develop a new dimension of IoT solutions

Smart materials move to the next level by making them sentient, creating materials and products that can learn from and respond to their environment.

**Munich, Germany (April 12, 2018)** – Silent Sensors and Bragi announce a new partnership that will take smart materials to the next level by implementing Bragi's nanoAI technology, resulting in the creation of a community of 'sentient' materials and products that can learn from and respond to their environment.

Silent Sensors is a leader in location and sensing technology for products made from rubber, polymers and elastomers. Bragi has made its name in the wireless earphone market with their best of breed The Dash Pro in-ear computer already using BragiOS and Bragi nanoAI.

Their shared vision is a universal platform for the next generation of the Industrial Internet of Things, where actionable data is created at the point of use to maximise immediate value. Together the two companies will create a full stack platform of self-powered, self-learning, *sentient* devices.

"We expect nanoAI will be used in a wide variety of fields including medicine, industry, automotive, wearables, agriculture, aerospace and defence." said Bragi CEO Nikolaj Hviid. "To do this we must work with partners who share this vision and complement our capabilities. Silent Sensors are well placed to provide this with their broad customer base of forward thinking companies."

Silent Sensors CEO Marcus Taylor added "We share this ambitious vision. Moore's Law is on our side. MIPs and Power are rapidly converging to a sweet spot where what was science fiction is set to become apple pie in less than a generation. Applying this technology to the edge of the network lets us fully integrate everything from tyres to O-rings into autonomous systems."

While Bragi's nanoAI may seem ambitious, Nikolaj Hviid already has a vision of what nanoAI is able to do. At its core, nanoAI incorporates novel agile machine learning techniques and massively compressed neural networks, which means that it can adapt to almost any situation and handle tasks it is given. For example, by embedding nanoAI into the IOT systems Silent Sensors is developing, tyres can become finger-tips on the road - increasing safety and efficiency along with improved business performance and system outcomes.

## About Silent Sensors Ltd

Silent Sensors is an innovative provider of smart electronics for rubber, polymer and elastomer based materials. The company's core activities are Research and Development, Solution Engineering, Applications and Components. Silent Sensors is partners with and is actively supported by Industry and Academia in these activities.

The company designs, manufactures and supplies products and services incorporating RFID tags, sensors, energy harvesting and data delivery through the Cloud to in-field Apps. Silent Sensors also help companies design, develop and create solutions that meet specific needs for their industry or product offering. The company provides industry-ready packages ready made with its own and bought-in components that meet specific application needs. This includes open APIs for for integration with existing systems as well as out-of-the-box cloud-based data management.

These solutions create exciting opportunities for managing the complete lifecycle of physical assets, from manufacture to recycling. Real time status and performance data increase asset performance and reduce the total cost of operations for their owners. Leveraging the power of data also helps companies transform their businesses to match and take advantage of changing market trends and customer preferences. Many companies see self-powered lifecycle management systems as their future differentiator.

Silent Sensors has operations in England, France, Italy, the Netherlands and USA.

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## 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 line of business focused on services and solutions with the presentation of Bragi nanoAI and Bragi Intelligent Edge. This revolutionary approach dates back to Bragi The Dash, whose conception aimed to go beyond the delivery of high fidelity audio by also facilitating performance tracking and natural user interfaces. The Dash 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* allows 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.

Through relentless exploration and innovation, Bragi wants to transform the world of smart headphones and IoT by combining and offering its expertise in software and hardware development.

For more information about The Dash, The Headphone or any other Bragi product, visit [www.bragi.com/press](http://www.bragi.com/press).

For more information about Bragi nanoAI and Intelligent Edge, visit [www.bragi.net](http://www.bragi.net)

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