



Cogisen Launches its Cognitive Modelling Laboratory

World Class Engineering Talent Will Collaborate on Artificial Intelligence Innovation

January 15, 2018, Rome, Italy – Cogisen, the artificial intelligence (AI) company, has today launched the Cogisen Cognitive Modelling Laboratory in Rome. The lab will bring together expert engineers from multiple fields to take Cogisen’s Cognitive AI platform to the next level and extract meaning, intent and context from video as well as other types of inputs. The focus of the Laboratory is to deliver the commercial AI products that are beyond the current state-of-the-art. Cogisen believes cognitive modelling holds the essential key to the future of AI in fields such as mobile and social, the Internet of Things and autonomous vehicles. Cogisen’s first products developed by the Cognitive Modelling Laboratory are scheduled for launch towards the end of 2018.

The Lab will develop and apply cognitive modelling, which offers a more dynamic approach, particularly when interpreting meaning from video. From an early age infants can recognise objects using smaller amounts of information than today’s deep learning technologies, which require vast amounts of data to be trained. Cogisen has been able to create proven AI algorithms ideal for implementation with cognitive modelling. The result will be a Cognitive AI platform which reflects how the human visual cortex processes information. This approach will not require the manual inputting of data to train the system or significant amounts of data to understand images; instead it reflects the brain’s ability to form patterns, which create associations to make images more easily and quickly recognisable. Indeed, applying the Cognitive AI platform to the processing of electroencephalogram (EEG) brain measurements will be part of the development path of the Lab in Rome. This is invaluable in processing dynamic images, such as video, because images throughout the sequence of a video can be associated more efficiently and accurately to deliver meaning.

“We are delighted to be opening the Cogisen Cognitive Modelling Lab at a time when we are making significant progress with our technology innovation and go-to-market strategy,” explained Christiaan Erik Rijnders, co-founder and CEO, Cogisen. “We are already seeing great commercial traction in Silicon Valley, so the time is right to build on that success. We are recruiting talented engineers to work in the Lab and we have a lot of interest from potential technology partners, who see a wide variety of applications for this cognitive modelling approach.”

“In recent times deep learning has captured more media attention than cognitive modelling and has been the focus of a lot of research investment in Silicon Valley, but it is becoming clear it has limitations, for example the extraction and combination of information that is found throughout all the frames in a video,” continued Christiaan Erik Rijnders, Cogisen. “Video has become so essential to such a wide variety of applications, whether it is



autonomous vehicles or location-based advertising, that our Cognitive AI platform has the potential to be a game changer, because it can deliver meaning, intent and context in a cost-efficient, dynamic way. The Cognitive Modelling Lab will take our learnings about decision making by the human visual cortex and apply them in a solution, which can be either implemented software-only as a library or programmed onto dedicated hardware.”

The Lab’s initial project will be finalising the development of the Cognitive AI platform, which is being developed to meet the industry requirements of specific applications. One focus is video, reflecting its growing importance to a wide variety of applications, such as recognising pedestrians at crossroads and consumer responses to information delivered through mobile devices. The potential market opportunity is significant – for YouTube alone its over 1 billion subscribers are spending an average of more than one hour a day watching the platform on mobile devices.¹ In the future the Lab will examine different applications of the platform with its technology partners to optimise its adoption, as well as undertaking academic research with leading universities on future innovations in cognitive modelling.

About Cogisen

Cogisen is made up of a team of world-class experts developing a next AI generation platform to extract meaning, intent and context from video and other inputs. The innovative and patented AI algorithms underpinning the technology platform open up a wide variety of market opportunities with next generation technologies such as 4k and in emerging markets struggling with bandwidth constraints. It will be applicable to many vertical markets including gaze tracking, autonomous vehicles, Internet of Things. Cogisen is also the first Italian technology company to receive EU Horizon 2020 SME Phase II Funding for open innovation in IT. For more information, please visit: www.cogisen.com

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¹ [“The Disruptor’s Secret – How CIOs Can Buck the Status Quo and Drive Business Innovation,”](#) Lucas Matney, TechCrunch, June 22nd 2017