

COGISEN SECURES EU HORIZON 2020 SME PHASE II FUNDING



Investment will support the commercial development and global expansion for SENCOGI®, a ground breaking new approach to gaze tracking.

Rome, 1st June 2016

Cogisen, the developer of a new image processing platform, has today announced it has secured a European Union Horizon 2020 SME Phase II grant for its SENCOGI® mobile gaze tracking innovation. Cogisen is one of the first Italian technology companies to receive such funding for open innovation in ICT. The grant will be used to support the development of SENCOGI®, its platform for mobile uses applications and the establishment of an eco-system of technology partners to grow the business around the world. SENCOGI® is based on a patented algorithm which offers a radical new approach to gaze tracking, not reliant on infra-red, which Cogisen believes will dramatically expand the number of practical uses of gaze tracking.

Cogisen's core algorithm is an example of the growing potential of what Gartner has described as the "ALGORITHM ECONOMY". It allows machines to interact with humans in much the same way as humans do when they make eye contact. Cogisen's algorithm mimics the human brain recognising patterns in order to speed up the process of identifying objects, data and images. With its patented technology Cogisen has the ability to process and identify patterns in 1 millisecond, far faster than existing image processing technologies. SENCOGI® is a cross-platform library which integrates Cogisen's core technology as a plug-in, which developers can use as part of gaze tracking applications for the mobile industry. Unlike existing gaze tracking, that relies on infra-red, Cogisen's product uses low cost, standard camera equipment and it is fast enough to work on smartphones while achieving 1 degree of accuracy and very low latency. Furthermore, it works at greater distances, which significantly expands the range of opportunities for gaze tracking.

"We are very proud and excited to be one of the first Italian technology companies to receive this funding from the European Union, as it's a real validation of our unique approach and intellectual property," said Christiaan Erik Rjinders, CEO and Founder, Cogisen. "To date gaze tracking has struggled to be adopted outside controlled test environments, but SENCOGI® offers developers unique functionality, which will dramatically expand the use cases for gaze tracking in real world environments. It will help major IT companies to build more sophisticated applications, which enrich user experiences and drive new revenue from the Internet of Things."

Cogisen is seeking development partners in a wide variety of sectors covering the Internet of Things, mobile and automotive. Initially the company will focus on the US and UK, where there is growing demand for mobile gaze tracking in areas such as smart cities, autonomous vehicles and advertising.

ABOUT COGISEN

Cogisen is made up of a team of world-class experts developing next generation gaze tracking technology by combining sophisticated patented algorithms, machine learning and neuroscience. Unlike previous technologies Cogisen is not reliant on infra-red, which means it works at greater distances. Its innovative algorithm can process and identify patterns in 1ms, far faster than existing image processing applications, and can achieve 1 degree of accuracy and very low latency. This opens up a wide variety of market opportunities and potential applications in sectors such as mobile, the Internet of Things and automotive. Cogisen is also the first Italian technology company to receive EU Horizon 2020 SME Phase II Funding for its SENCOGI® mobile gaze tracking innovation.

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