Cogisen Appoints Pratap Reddy Chief Business Officer

Seasoned entrepreneur and business leader to oversee expansion in Silicon Valley and Asia

Rome, Italy, July 26 2019 – Cogisen, the developer of artificial intelligence (AI) technologies, has today announced the appointment of Pratap Reddy as Chief Business Officer with responsibility for the expansion of the company's customer base in Silicon Valley and Asia. Pratap brings vast experience having successfully built a number of companies in both semiconductor design and enterprise software, as well as holding various senior global executive and management positions in the technology industry. The appointment reflects the growing demand for Cogisen's breakthrough artificial intelligence algorithms and the progression of its strategy to commercialise the Cogisen AI Platform.

Pratap Reddy brings more than 20 years experience as a successful entrepreneur and business leader. Most recently, he was CEO, Escencia Technologies, which was acquired by L&T Technologies and previously he was co-founder and CEO of ArchPro Design Automation and President and Chief Operating Officer (COO), Athena Semiconductors. Additionally, Pratap has experience taking companies public having been co-founder and COO, Sage Inc., a fabless chip company in the video industry, which listed on NASDAQ. In his earlier career he held various executive and management positions at Synopsys and Data General.

"We are delighted to welcome Pratap to the team, as we move to the next stage in our business plan and focus on international expansion," said Christiaan Erik Rijnders, CEO and founder, Cogisen. "Adding such entrepreneurial and business expertise is important, as we deepen our engagement with some of the world's leading technology companies and look to expand in markets such as China and Japan. We have already secured a multi-million dollar contract with one of Silicon Valley's major technology vendors and we are very confident that Pratap will bring experience to enable us to grow our customer base around the world."

Cogisen is developing AI technology to extract meaning and context from video and other inputs. Its innovative and patented AI algorithms underpin the Cogisen Cognitive AI Platform, which has been engineered from the ground up to address three key challenges for today's state-of-the-art AI; namely, the need to compute faster, recognise temporal data and integrate different data types. The Machine Learning Accelerator is an integral part of the platform and Cogisen has proven that by remapping raw data as blocks of information in the frequency domain, less than 1% of the parameters are needed compared to a typical deep learning approach. Cogisen has also shown that the number of MAdd operations gets reduced by almost 99%, which means the Cognitive AI platform can accelerate the development of machine learning for cutting-edge applications.

"Speaking to a number of senior executives and technologists working with existing AI and machine learning technologies it is clear that Cogisen is developing innovative algorithms, which will significantly disrupt the sector," added Pratap Reddy, Chief Business Officer, Cogisen. "Our product Sencogi® has been proven as a leading compression product and I see many opportunities to expand on its commercial success. I am also looking forward to qualifying the opportunities in a number of industry sectors including security cameras, fluid dynamics, audio processing, quantum machine learning, Dynamic 3D meshes and cyber security."

SENCOGI® is an industry-leading product, a visual complexity model which can predict eye fixations. It can plug into encoders and run in real time on current server, mobile or programmable hardware

platforms and to-date billions of videos have been encoded for H.264 with this compression technology. There are 3 different versions of SENCOGI®, tuned to different needs of customers:

- Video on Demand, where SENCOGI® provide quality gains on 2.5/3G networks and reduces bandwidth for HD, 4K streams
- Video conferencing, where SENCOGI® controls pixel noise, while keeping people in focus
- Screen sharing, where SENCOGI® offers gains in bandwidth for presentations that blend and fade

About Cogisen

Cogisen is made up of a team of world-class experts developing AI cognitive modelling technology to extract meaning, intent and context from video and other inputs. The innovative and patented AI algorithms underpinning the Cogisen Cognitive AI Platform are opening up a wide variety of market opportunities. The company is starting to demonstrate its use in fields such as predicting eye fixations, detecting specific actions in security camera applications, 3D dynamics meshes and fluid dynamics. The company's Cognitive Modelling Lab is also building applications for industries as diverse as mobile and social, autonomous vehicles and the Internet of Things.

For more information, please visit: www.cogisen.com

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