MOBOTIX




# Expansion of MOBOTIX AI Video Analytics Technology and Transformation into Solution Provider through Strong Partnership with Konica Minolta

## 06 agosto 2021

MOBOTIX AG and KONICA MINOLTA Inc. have agreed to intensify video analytics technology by participating in the FORXAI partnership program and further strengthen synergies between the two companies.

Konica Minolta has its own advanced imaging IoT (AI) technology "FORXAI" to gain competitive advantage by combining intelligent sensor devices, imaging AI (Deep Learning) and imaging IoT platform.

"Edge intelligence" is one of the key components of MOBOTIX's DNA, which has been maintained since the company was founded in 1999. We are now starting to integrate Konica Minolta's FORXAI technology based on the technological cooperation between the two companies to support the web-based FORXAI imaging IoT platform powered by Konica Minolta, which works with customers and partners to accelerate the DX (Digital Transformation) of society", confirms Thomas Lausten, MOBOTIX CEO.

As a first result, the MOBOTIX 7 camera platform has already implemented embedded deep learning functions (e.g. human behavior, object recognition, etc.) as certified apps. This contributes to an advanced edge Artificial Intelligence function which opens for new market opportunities. Artificial Intelligence, AI can be used in solutions where the cameras can provide data related to peoples behaviour e.g. in areas with risk of crime but also for retail and marketing purposes etc.

In addition, MOBOTIX is gaining value for specific vertical markets, accelerating the company's transformation from a traditional manufacturer to a solutions provider. A central element in this strategy is the newly established MOBOTIX development center in Madrid, where a team of international specialists in the field of image processing and artificial intelligence can implement customer-specific solutions in short time.

"We are pleased about the trustful cooperation with Konica Minolta in line with our strategy. MOBOTIX AG has now taken a significant step to develop further as a comprehensive video solution provider with a complete range of hardware and software applications", emphasizes Lausten. Konica Minolta has already been a strategic investor of MOBOTIX since 2016.




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### About MOBOTIX AG

MOBOTIX is a leading manufacturer of intelligent IP video systems in premium quality and sets standards in innovative camera technologies and decentralized security solutions with the highest level of cyber security. MOBOTIX was founded in 1999 and is headquartered in Langmeil, Germany. The company relies on its own research and development as well as its own production "Made in Germany". Customers around the world trust in the durability and reliability of MOBOTIX hardware and software. The flexibility of the solutions, the integrated intelligence and the highest level of data security are appreciated in many industries. MOBOTIX products and solutions support customers in areas such as industrial manufacturing, retail, logistics and healthcare. With strong and international technology partnerships, the company is using artificial intelligence and deep learning modules to expand its universal platform and new applications in a wide range of sectors.

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