

**brighter AI**



# Privacy-First Video Analytics

brighter AI

“Protect every  
identity in public.”

Our mission

# Founded in the automotive industry and recognized by leading industry experts

2017

Incubation in the automotive industry



"Europe's Hottest AI Startup" by Nvidia



Germany's BrighterAI Named Hottest Startup at GTC Europe

October 10, 2018 by SERGE LEMONDE



Venture capital funding round



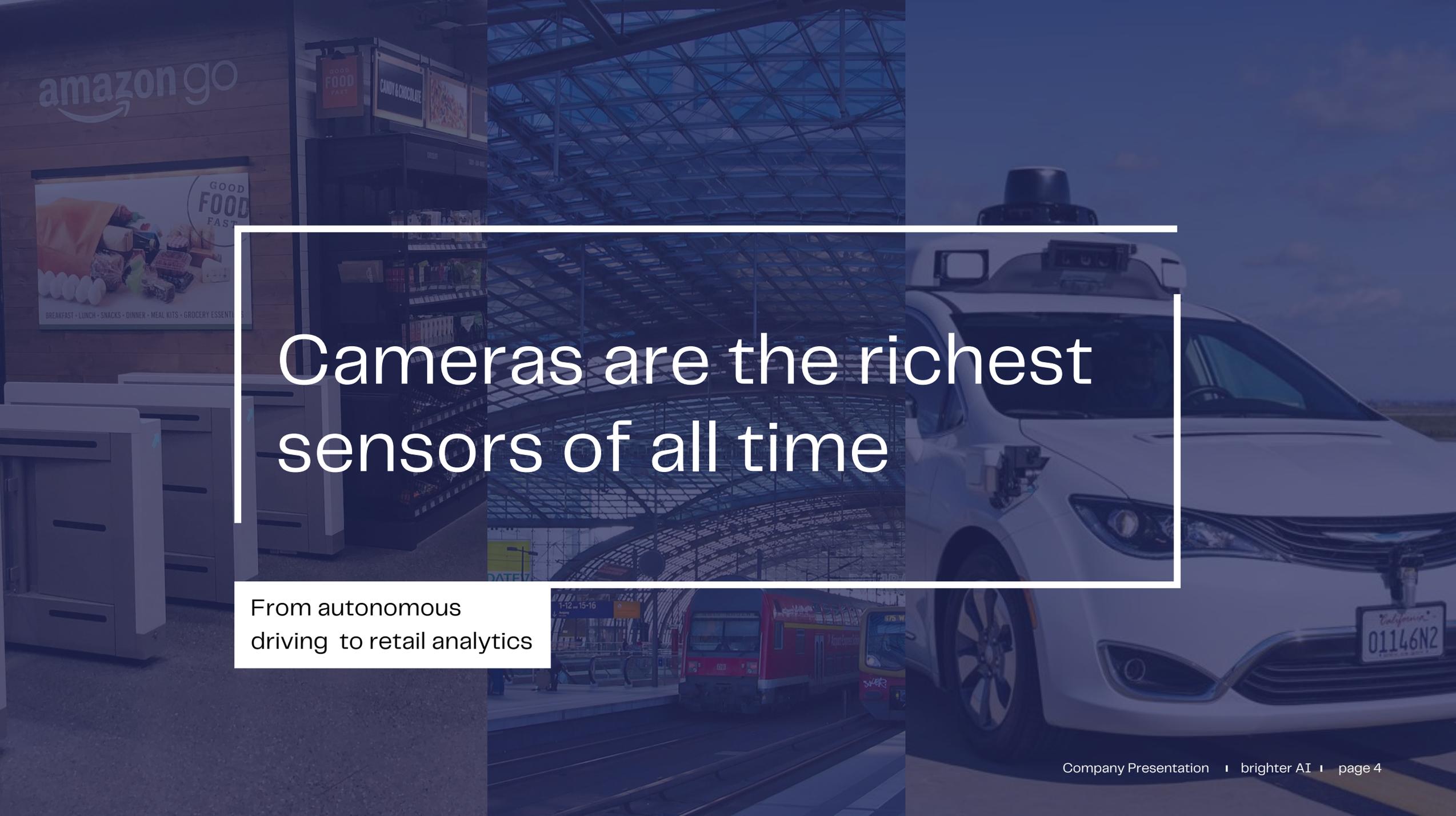
"The Spark – der Deutsche Digitalpreis"



Handelsblatt McKinsey&Company



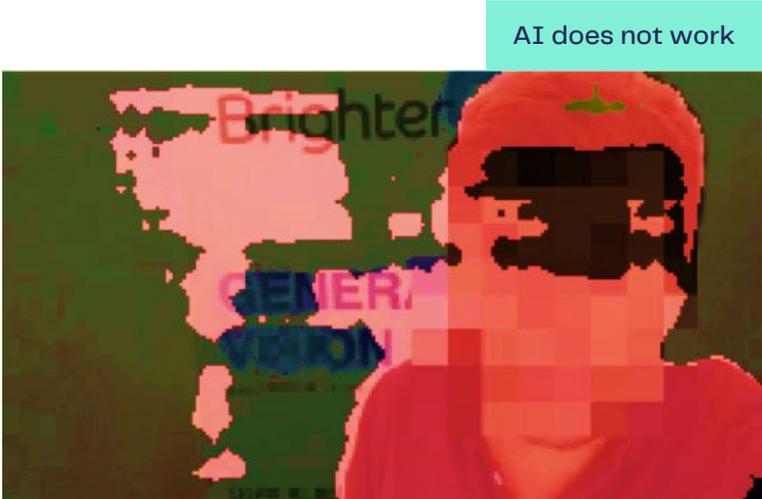
2020

The background is a collage of three images. On the left is an Amazon Go store with a sign that says 'amazon go' and a poster for 'GOOD FOOD FAST'. In the center is a train station with a red train and a sign that says '1-12 15-16'. On the right is a white self-driving car with a license plate that says '01146N2'.

# Cameras are the richest sensors of all time

From autonomous driving to retail analytics

# Traditional anonymization solutions are not compatible with analytics and machine learning



Segmentation map by Google DeepMind

- Person
- Bird

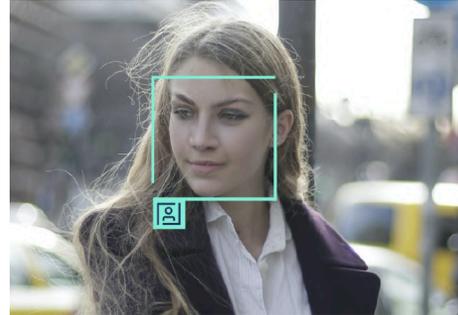
# Deep Natural Anonymization to empower privacy protection and video-based innovation

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Original



Deep Natural Anonymization



- ✓ Identity protected
- ✓ Blocking re-identification
- ✓ Natural appearance
- ✓ Applicable for machine learning

# Deep Natural Anonymization prevents automated re-identification while enabling analytics and machine learning

Original

[female]  
[age 23]  
[emotion neutral]  
[no accessories]



Deep Natural  
Anonymization

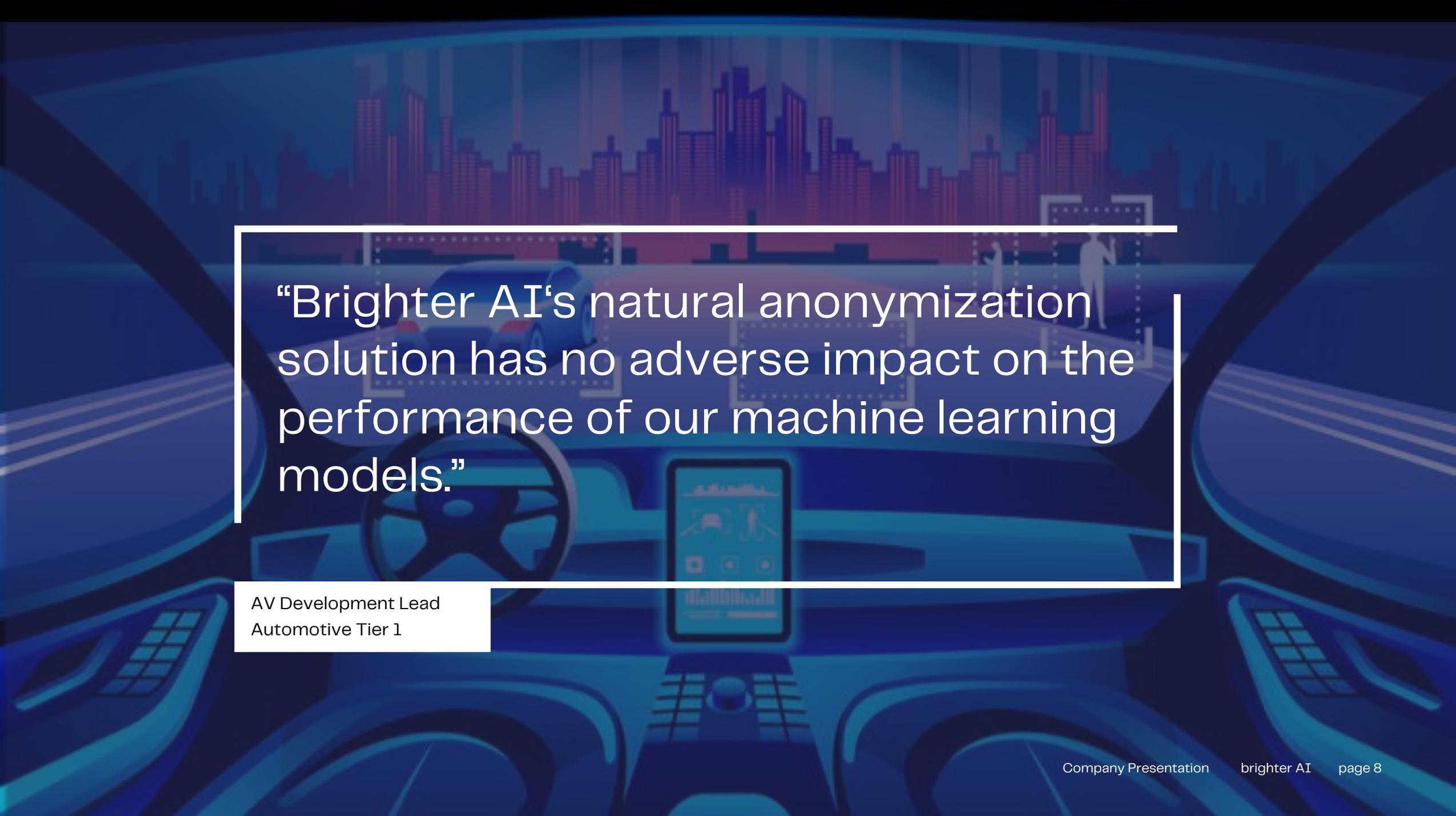
[female]  
[age 23]  
[emotion neutral]  
[no accessories]



FALSE  
16 % Match  
The two faces  
belong to  
different persons

Analytics by  Microsoft Azure

- ✓ Anonymized faces cannot be matched with facial recognition technology
- ✓ The overlays are randomly generated and non-reversible
- ✓ The anonymized images can be used for analytics and AI training



“Brighter AI’s natural anonymization solution has no adverse impact on the performance of our machine learning models.”

AV Development Lead  
Automotive Tier 1

# We offer face redaction solutions from Precision Blur to Deep Natural Anonymization (DNAT)

Original



✗ Not data privacy compliant (original face)

Precision Blur



✓ Identity protected

Full Body Blur



✓ Identity protected at max

Deep Natural Anonymization



- ✓ Identity protected
- ✓ Natural appearance
- ✓ Suitable for analytics/ML

# For license plate redaction, we further provide Custom Overlays that is suitable for branded content

Original



✗ Not data privacy compliant (original face)

Precision Blur



✓ Identity protected

Custom Overlay



✓ Identity protected  
✓ Individual branding

Deep Natural Anonymization



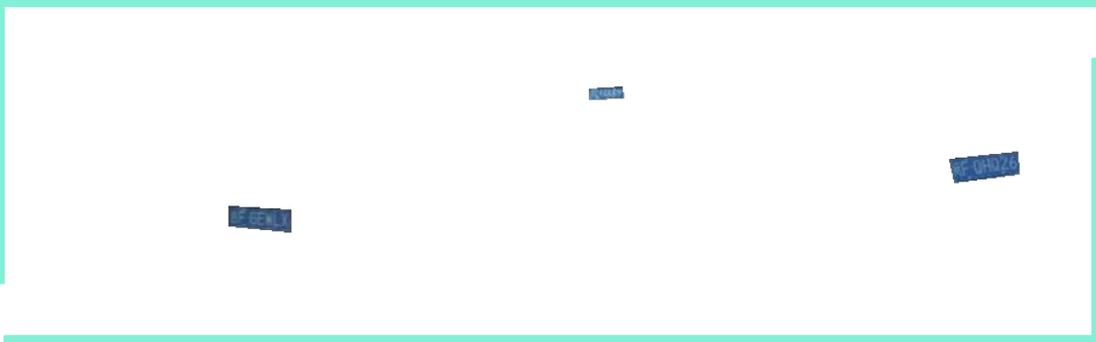
✓ Identity protected  
✓ Natural appearance  
✓ Suitable for analytics/ML

# DNAT to accelerate the development of autonomous systems and driver monitoring scenarios

ID Protection

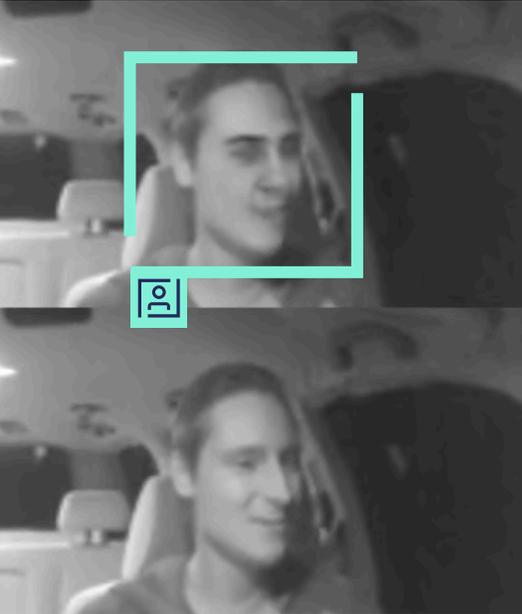


All license plates anonymized



Synthetic license plate overlays

License plates in China, EU, US

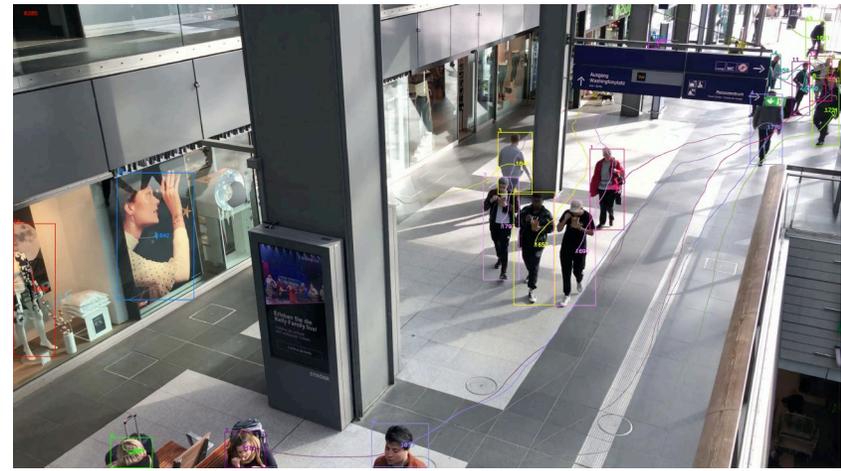


Works with difficult lighting conditions and heavy rotations

# Empowering the use of CCTV footage for analytics and accelerating the development of AI models



CCTV footage anonymized with **Deep Natural Anonymization**

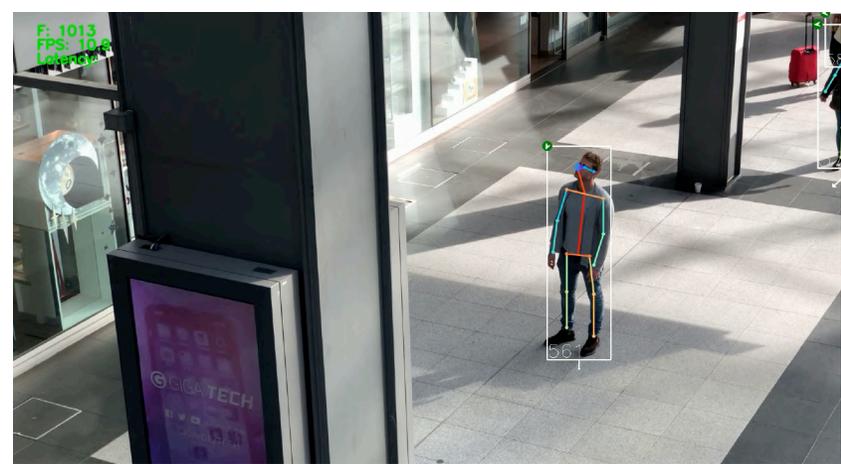


Analytics by Partner I based on anonymized video

People counting and tracking



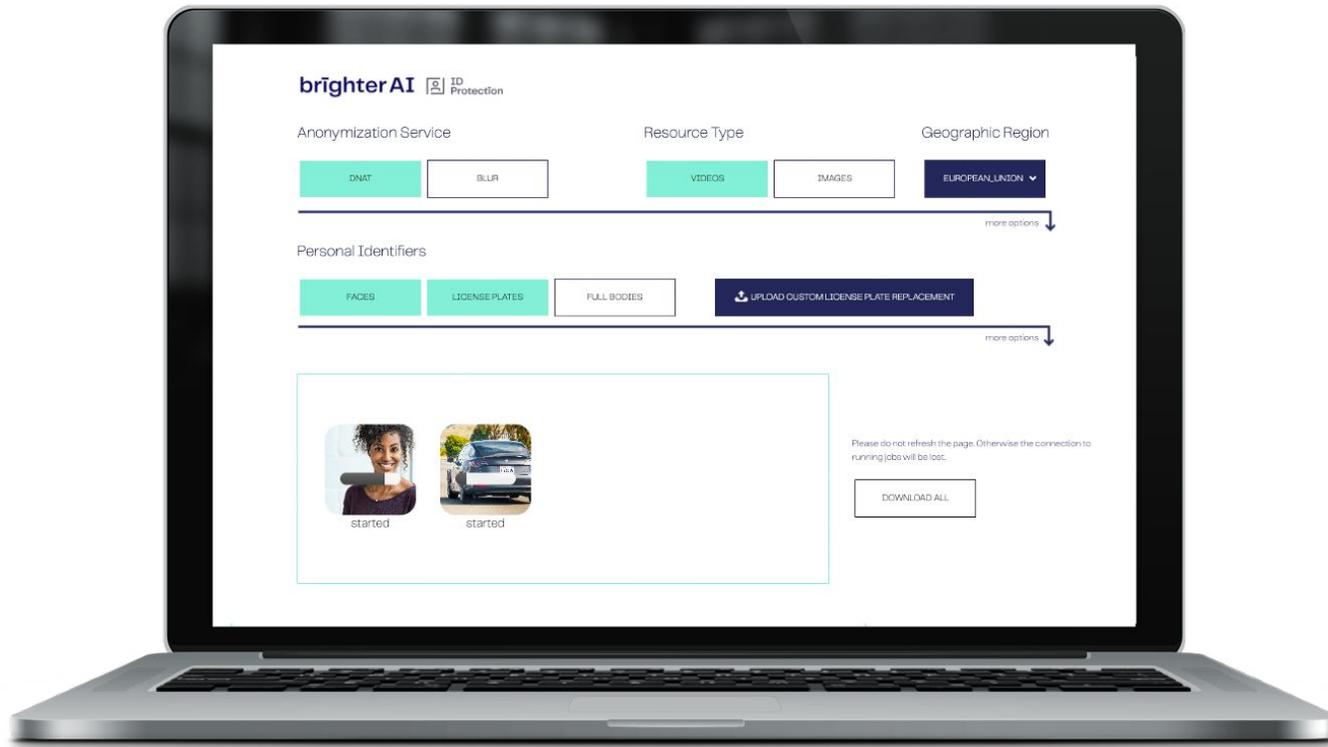
Extraction of synthetic face overlays (for visualization purposes)



Analytics by Partner II based on anonymized video

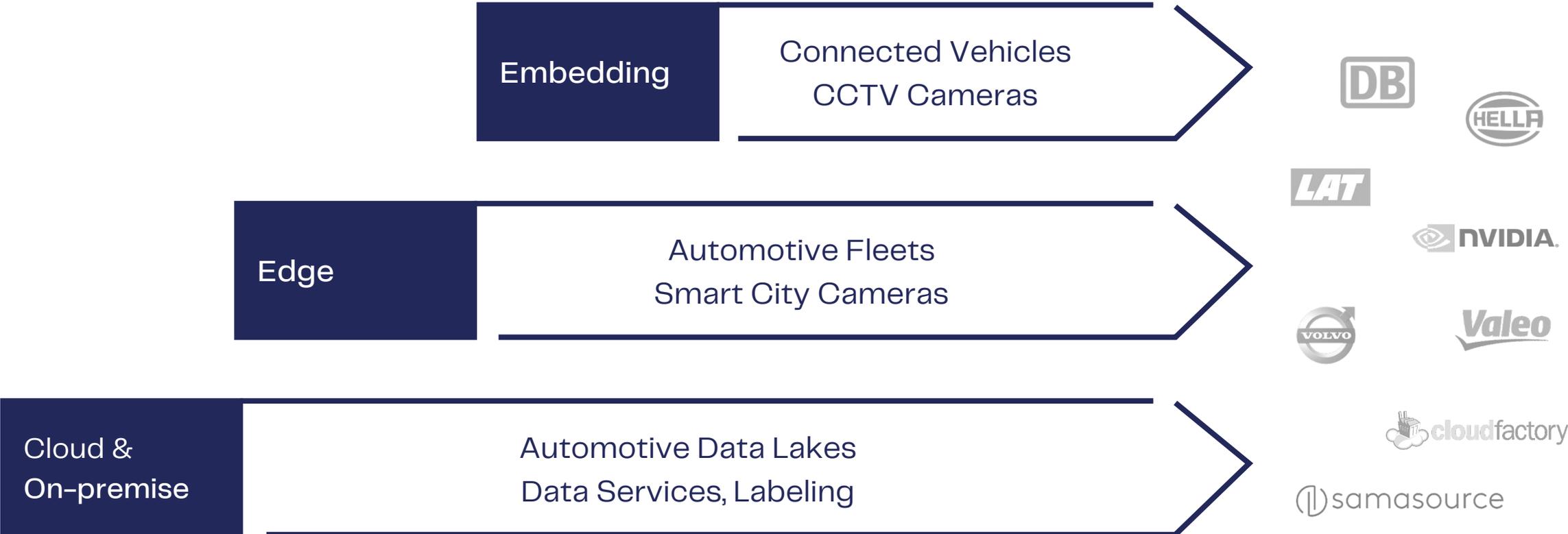
Direction of movement and body position / gaze direction

# Our anonymization services are bundled in the container-based Identity Protection Suite (IPS)

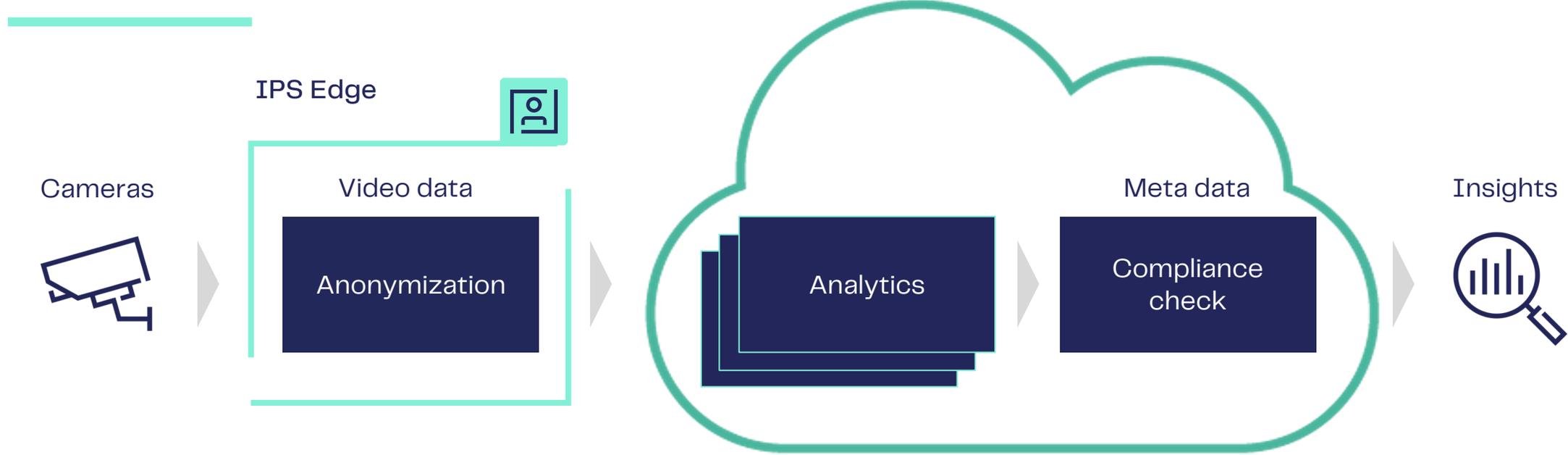


- ✓ Easy deployment (standard RESTful API)
- ✓ Scalable, robust container-based software
- ✓ Supports all standard formats & codecs
- ✓ Precise, state-of-the-art detections
- ✓ Data privacy protection warranties

# The product can be easily deployed for a great variety of use cases and industries



# Anonymization on the edge, analytics in the cloud to leverage computing power and get shareable insights



### Data privacy focused

Data privacy is in the center of the project from the beginning on

### Cost-efficient

Using existing camera infrastructure does not require large upfront invest

### Innovative

Analytics can be seamlessly selected and integrated (always use best system)

# We offer an easy-to-integrate cloud-based API as well as a straightforward User Interface

## Redact faces and license plates on images

### File type input/output

- ✓Image
- ✓Video Free Trial
- ✓Watermark

### Precision Blur

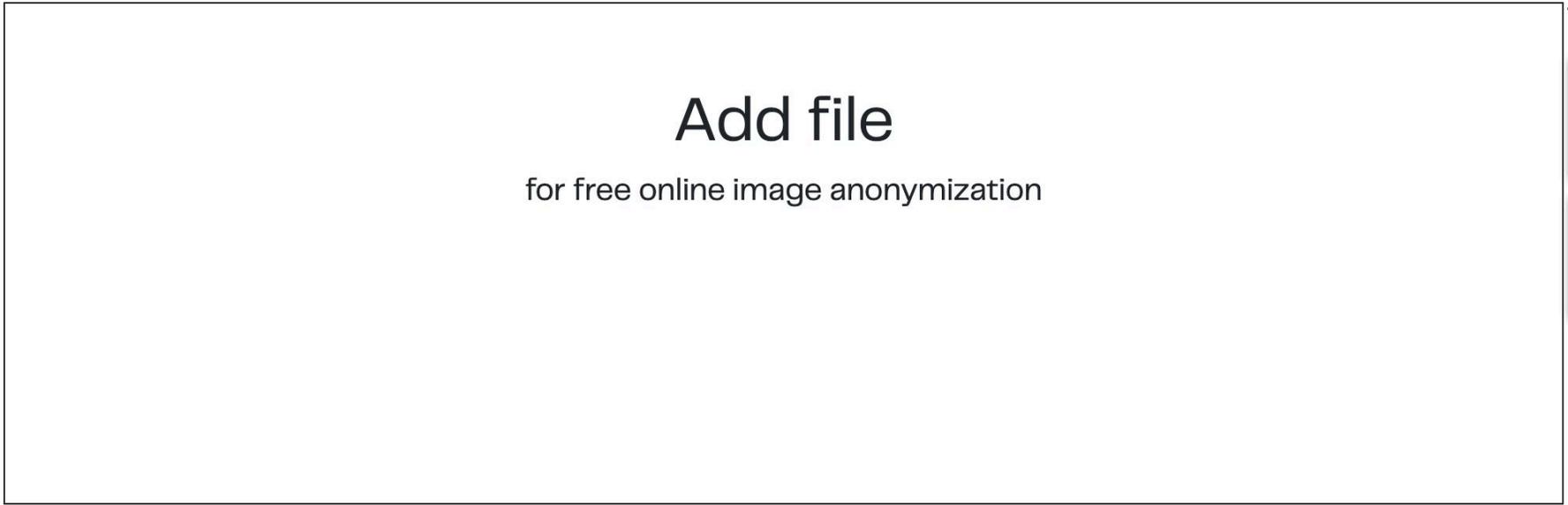
- ✓Pixelate faces
- ✓Pixelate license plates

### Deep Natural Anonymization Info

- ✓Naturally protect faces Enterprise
- ✓Naturally protect licence plates Enterprise

### Additional features

- ✓Full body anonymization Pay per use
- ✓Replace licence plate with custom overlay, e.g. logo Enterprise



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# Ensuring compliancy in various use cases, from anonymizing AI training data to empowering advanced analytics

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## Automotive Datasets



Anonymization of training datasets for the development of ADAS functions and autonomous vehicles.

## Data Labeling



Identity protection of faces and license plates in large datasets that are shared across borders.

## Smart City Cameras



Edge anonymization and analytics platform to provide compliant use of data as well as insights.

# Let's talk!

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