



“SoftNeuro™” Receives Vision Product of the Year Award: Best AI Technology at Embedded Vision Summit 2018

Tokyo, Japan – May 25, 2018– Morpho, Inc. (hereinafter, “Morpho”), a global leader in image processing solutions and imaging AI solutions, has been named as the winner of Best AI Technology for SoftNeuro™ along with 7 other category award winners announced as part of the 2018 Vision Product of the Year Awards at the Embedded Vision Summit 2018 held in California, USA.



Open to all Embedded Vision Alliance® Member companies, the Vision Product of the Year Award winning entries are selected by an independent panel of judges based on innovation, impact on customers and the market, and competitive differentiation.

"Deep learning is bringing visual understanding capabilities to a growing variety of applications," said Jeff Bier, founder of the Embedded Vision Alliance. "But deep learning algorithms consume massive amounts of computation. Fitting these algorithms into mobile and embedded platforms is a key challenge. Morpho's SoftNeuro is a welcome take an innovative approach to addressing this important challenge."

Masayuki Urushiyama, COO of Morpho, said, "We would like to thank the Embedded Vision Alliance for acknowledging SoftNeuro, the world's fastest inference engine. It is a great honor to receive this Vision Product of the Year Award, and we hope that SoftNeuro will enable high-performance AI acceleration on consumer and other embedded vision devices for many years to come."

About “SoftNeuro”

“SoftNeuro” (<http://www.morphoinc.com/en/technology/sie>) is one of the world's fastest deep learning inference engines. It operates in multiple environments, utilizing learning results that have been obtained through a variety of deep learning frameworks. “SoftNeuro” is not limited to image recognition, but can be used as a general-purpose inference engine for text analysis, voice recognition, image recognition, etc. It obtains profile data from the target platforms that execute inference, and performs optimizations based in the data to achieve higher speeds, and support inference processing on trained networks from all the mainstream frameworks, making it easy to deploy trained networks.

About Embedded Vision Summit

The Embedded Vision Summit is the only event focused exclusively on deployable computer vision, attracting a global audience of companies developing vision-enabled products from the edge to the cloud. The event features industry innovators, top technologists and engineers who are designing “machines that see,” for a wide range of industries including automotive, entertainment, healthcare, manufacturing, retail, robotics and security.

Please refer to the event website for more details - <https://www.embedded-vision.com/summit>

About Morpho, Inc.

Established in 2004, Morpho is a research and development-led company in image processing technology. It has globally expanded its advanced image processing technology as embedded software, for domestic and overseas customers centered on the smartphone market, broadcasting stations and content providers. It has also provided image recognition technology utilizing Artificial Intelligence (AI), collecting image information captured by cameras into devices and clouds and analyzing it, for fields such as automotive devices, factory automation, and medical care. Morpho will provide broad support, making a wide range of innovations happen with its imaging technology and Deep Learning technology. For more information, visit <http://www.morphoinc.com/en/> or contact m-info-pr@morphoinc.com.

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