



Loop AI Labs Featured in ‘On The Radar’ Report by Ovum, Leading Industry Research Firm

San Francisco, Calif. – June 15, 2016 – Loop AI Labs, a leading provider of unsupervised cognitive computing technologies, has been recognized in Ovum’s “On the Radar” report, for providing an easy-to-deploy, unsupervised learning appliance that distills knowledge from dark data, the 80% of unstructured data that companies are storing and not using. The Loop Cognitive Computing Platform gives organizations the ability to extract valuable insights from this dark data, completely unsupervised and with no human intervention.

Ovum’s “On the Radar” is a series of research notes about vendors bringing innovative ideas, products and business models to the market. Ovum’s analysts recommend Loop AI Labs to enterprises looking to bring down the cost of entry into the use of neural network technology and machine learning.

“Loop AI Labs will be most cost-effective for companies that have needed to spend considerable human effort extracting marketing and other insights from unstructured data and have been prohibited from doing so due to cost,” said Michael Azoff, Infrastructure Solutions Analyst, Ovum. “Using Loop AI Labs will significantly speed up the time to value in undertaking such analysis.”

Highlights from “On the Radar: Loop AI Labs” report include:

- The Loop Cognitive Computing Platform offers language and domain independent learning and real time reasoning to deliver deep structural insights on dark data in any form, including text and speech
- It automates tasks that traditionally require human intelligence, such as planning, reasoning from partial and uncertain information, and learning
- In a Loop AI Labs case study, 18 minutes of runtime on the Loop Cognitive Computing Platform did the equivalent work of 4,000 hours of employees’ intellectual time.
- The typical deployment uses a powerful on-premise graphics processing unit GPU-based appliance, which makes adoption straightforward

“We’ve created a cognitive computing platform that is 100% unsupervised and provides continuous learning at scale,” said Gianmauro Calafiore, CEO of Loop AI Labs. “Customers simply plug in our appliance, feed it all the raw dark data and, over time, the system keeps learning and updating concepts and relationships on its own. The insights learned from cognitive computing have already transformed our business world as we



know it. The next phase will help bring digital transformation to every enterprise on the globe. Thank you to Ovum for recognizing Loop AI Labs' unique, transformative technology.”

The complete report is available at: <http://www.ovum.com/research/on-the-radar-loop-ai-labs-cognitive-computing-platform-distills-knowledge-from-dark-data/>

About Loop AI Labs

Loop AI Labs helps organizations leverage any kind of unstructured text without data science or artificial intelligence experience, making cognitive computing a process of simple API calls. The platform can understand concepts in any domain and any language, without prior knowledge about the syntactic or semantic structure of the language. Deployment and integration is easy and efficient. The platform is offered on premises, in the cloud or embedded in smart and IoT devices. Loop AI Labs intends to help major sectors of the economy -- such as healthcare, media, finance, insurance, telecommunications, and retail -- to benefit from the efficiencies of a new era of machine intelligence, and to make people's lives easier, safer, and more productive.

About Ovum

Ovum is a leading global technology research and advisory firm. Through its 180 analysts worldwide it offers expert analysis and strategic insight across the IT, telecoms, and media industries. Founded in 1985, Ovum has one of the most experienced analyst teams in the industry and is a respected source of guidance for technology business leaders, CIOs, vendors, service providers, and regulators looking for comprehensive, accurate and insightful market data, research and consulting.

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