

# NotaAI<sup>®</sup>

Hardware-aware AI Model Optimization Platform and  
On-device AI Solutions



# We Bring the Benefits of AI Everywhere

Nota AI bridges the gap between AI technology and real-world application, pioneering the democratization of AI by making it more accessible to everyone, everywhere.

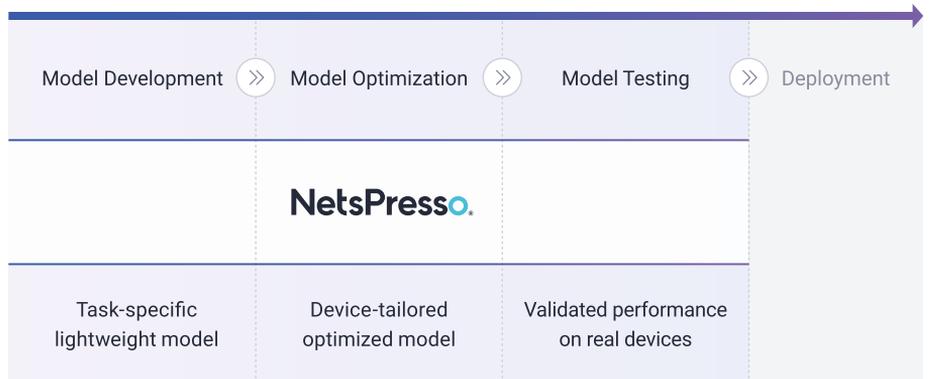
## Product Value



## Product Portfolio

Hardware-aware AI Model Optimization Platform and On-device AI Solutions

### AI Model Optimization Platform



### On-device AI Solutions

**Nota Vision Agent**      **ITS Solution**      **DMS & FR Solution**

**Industrial Safety Solution**      **Surveillance Solution**

## Global Acclaims 24+

 CB Insights AI 100: The most promising AI Startups 2025	 CB Insights LLMops Market Map Global Leader in Hardware-aware AI Optimization 2023
 MarketsandMarkets Industry-leading Edge AI Software Vendor 2023	 tinyML Awards 2023 Best Product of the Year 2023
 Plug and Play Tech Center Startup Award 2022	 Embedded Tech Convention USA 2022 Excellence in Engineering 2022

## Academic Achievement 40+

 CVPR 2025 Workshop Efficient LLaMA-3.2-Vision by Trimming Cross-attended Visual Features	 COLING 2025 Where do LLMs Encode the Knowledge to Assess the Ambiguity?
 CVPR City Challenge CVPR 2024 2nd Place, Track 4: Road Object Detection in Fish-Eye Cameras	 ECCV 2024 SNP: Structured Neuron-level Pruning to Preserve Attention Scores

## Clients & Partners 101+

Semiconductor and Hardware Manufacturing	    
IT Services and Telecommunications	   
Construction, Manufacturing, Distribution, Smart Cities	    

## Milestone

2015-2017	2018-2020	2021-2023	2024-Present
<ul style="list-style-type: none"> <li>• Nota Inc. established</li> <li>• Seed funding (USD 0.2M)</li> </ul>	<ul style="list-style-type: none"> <li>• Pre-series A funding (USD 1.2M)</li> <li>• Series A funding (USD 6.6M)</li> <li>• Europe Subsidiary established in Berlin, Germany</li> </ul>	<ul style="list-style-type: none"> <li>• Series B funding (USD 14.6M)</li> <li>• Nota America Inc. established in Sunnyvale, US</li> <li>• NetsPresso® Platform launched</li> </ul>	<ul style="list-style-type: none"> <li>• Series C funding (USD 19.9M)</li> <li>• Garnered 'A, A' in Tech Evaluation</li> <li>• Selected for National AI Foundation Model Project</li> </ul>

# NetsPresso

Hardware-aware AI Optimization Platform Tailored for Any Model, Any Device

Workflow		Model Development	Model Optimization	Model Testing
<b>NetsPresso</b> Core Engine		Model Zoo	Graph Optimizer	Simulator
		Trainer	Quantizer	Profiler
		Compressor	IR Converter	Device Farm
Available on	CLI			
	GUI	<b>NetsPresso</b> Training Studio	<b>NetsPresso</b> Optimization Studio	<b>NetsPresso</b> Benchmark Studio

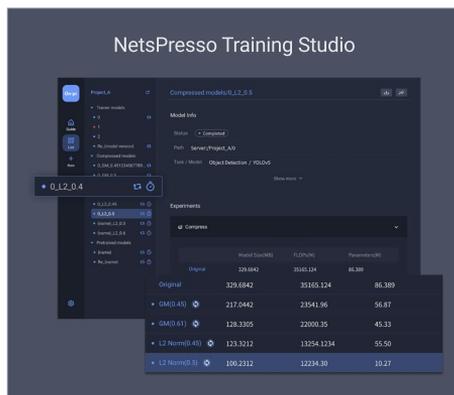
## Customer Value

Seamless Model-to-Device Compatibility	High-Performance Optimization	Real-Device Validation that Minimizes Trial and Error
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**Workflow 01**

## Model Development

Easily create task-specific lightweight models with high performance



### Core Modules

Model Zoo    Trainer    Compressor

### Key Features

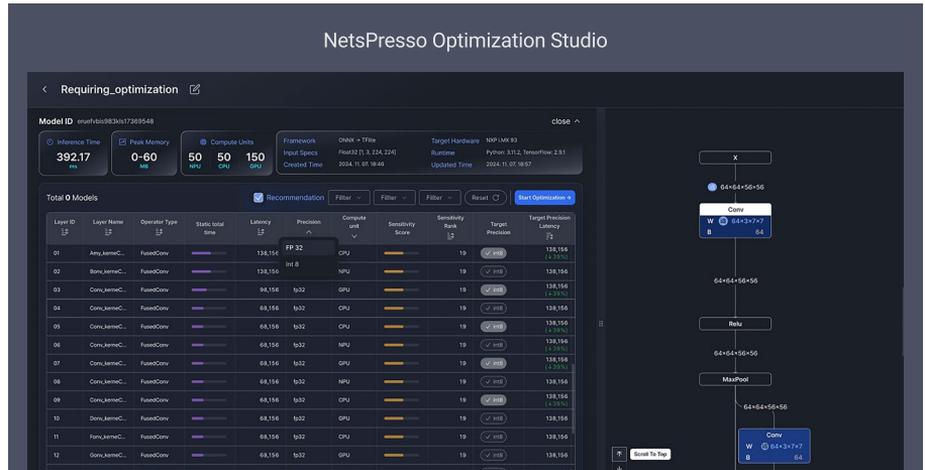
- Task-specific, device-compatible pre-trained models
- Easy-to-use advanced compression techniques, such as structured pruning
- Secure training in a local environment with zero risk of data leakage

Available on		<b>NetsPresso</b> Training Studio
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Workflow 02

# Model Optimization Newly Featured

Optimize AI models for size, speed, and compatibility, all tailored to your target device



### Key Features

Computational optimization ensuring both compatibility and performance

Enhanced speed and memory efficiency with minimal accuracy loss

Automatic model conversion for effortless SDK integration

### Core Modules

- Graph Optimizer
- Quantizer
- IR Converter

Available on

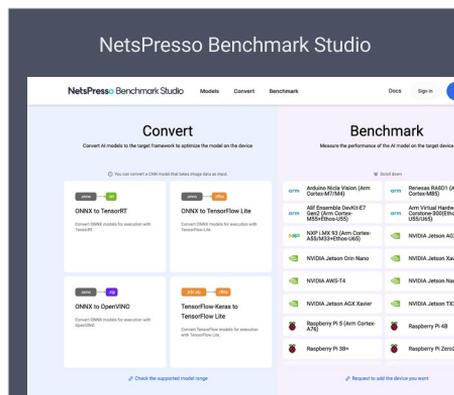
PyNetsPresso

NetsPresso Optimization Studio

Workflow 03

# Model Testing

Quickly and accurately validate performance on real devices



### Core Modules

- Simulator
- Profiler
- Device Farm

### Key Features

Validated real-world device performance

Precise bottleneck analysis for optimized performance

Accelerate development by minimizing model tuning iterations

Available on

PyNetsPresso

NetsPresso Benchmark Studio

# Nota Vision Agent (NVA)

A Next-gen AI Agent Transforming Visual Data into Actionable Insights

A tailor-made agent for any industry, any situation



Real-time monitoring with Instant **alerts**



Event summaries and analytical **reports**



Natural language **Q&A** and video search

Industrial Safety



ITS



Surveillance

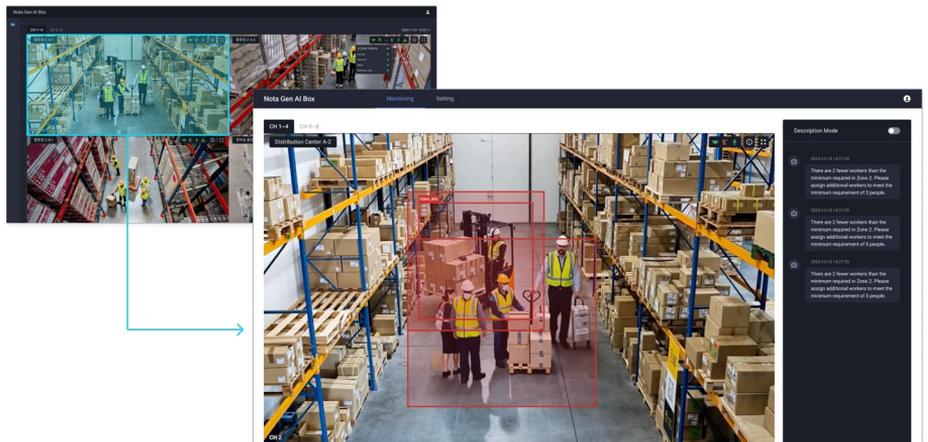


Smart Building/Retail



## Customer Value

Nota Vision Agent (NVA) is an advanced AI solution powered by Vision-Language Models (VLM), revolutionizing visual data analysis and utilization.



### Enhanced Safety

Proactive accident prevention and SOP compliance

### Maximized Productivity

Real-time risk detection and automated reporting

### Simplified Operation

Seamless integration with existing systems without equipment replacement

## Distinctive Features

Legacy Video Management Solution	Nota Vision Agent
Limited capability to analyze sequential actions, resulting in low accuracy for event detection in complex environments	Real-time sequential action tracking with high accuracy in complex environments
Manual video searches are time-consuming, and metadata-based searches are often inaccurate	Intuitive natural language-based video search and AI-generated summaries improve operational efficiency
Manual report generation after events occur, consuming significant time and effort	Automatically generates event timelines and provides detailed AI-driven analytics reports

## Use Cases

NVA delivers lightweight, high-speed agents flexibly adaptable to diverse industrial environments, enhancing safety and dramatically improving operational efficiency.

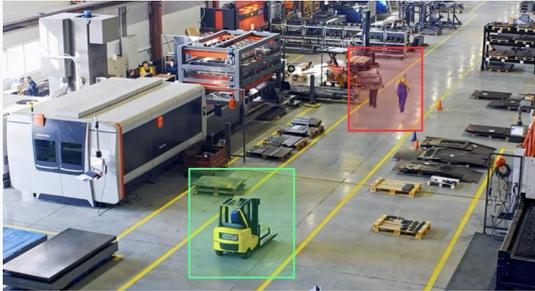
Case 1	Case 2	Case 3
<h3>Industrial Safety</h3>	<h3>ITS</h3>	<h3>Surveillance</h3>
<p> <b>Factory Safety Supervisor</b></p> <p>Please check whether proper safety equipment is worn and whether the work is being carried out in pairs when using a ladder.</p>	<p> <b>Traffic Accident Investigator</b></p> <p>Please explain the cause of the accident at the intersection this morning, and how it was handled.</p>	<p> <b>Municipal Surveillance Officer</b></p> <p>Please find the person who dumped trash here yesterday around 10PM.</p>
<p>The worker is not wearing a helmet and is working alone on the ladder. Immediate corrective action is required. <span style="float: right; border: 1px solid blue; border-radius: 50%; padding: 2px;">NVA</span></p>	<p>Here's the footage from the incident at 7:23 AM. I'll prepare a detailed report, including the cause and follow-up actions. <span style="float: right; border: 1px solid blue; border-radius: 50%; padding: 2px;">NVA</span></p>	<p>The person who dumped trash at 10:23 PM yesterday has been identified on video. I'll show the footage. <span style="float: right; border: 1px solid blue; border-radius: 50%; padding: 2px;">NVA</span></p>
 <p><small>Stream: Camera_046</small></p>	 <p><small>Stream: Camera_047</small></p>	 <p><small>Stream: Camera_048</small></p>



Easily adaptable across diverse industries to solve complex challenges beyond traditional visual data analytics.

# Industrial Safety Solution Powered by NVA

A Generative AI Solution that Identifies and Understands On-site Hazards

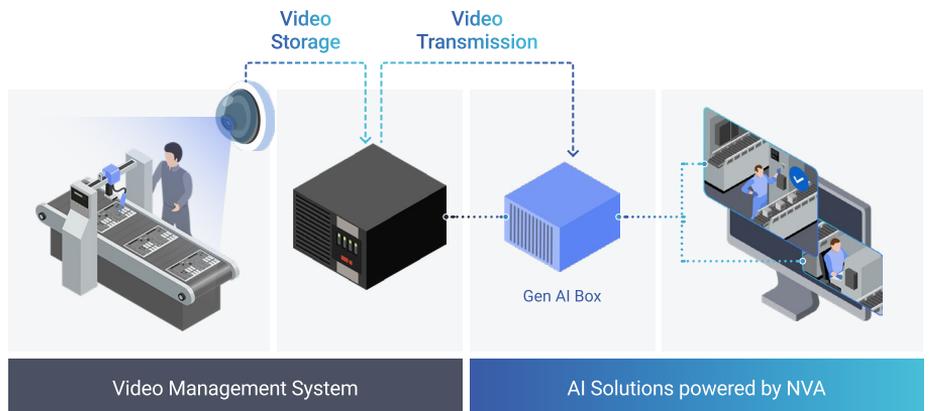
Worker Safety Management	Work Environment Safety Management
<ul style="list-style-type: none"> <li>· Detection of personal protective equipment (PPE) usage</li> <li>· Detection of abnormal worker behavior</li> <li>· Detection of worker location and access to hazardous areas</li> </ul>	<ul style="list-style-type: none"> <li>· Detection of workplace hazards</li> <li>· Heavy equipment access control</li> <li>· Detection of obstacles in the workplace</li> <li>· Monitoring of specific areas</li> </ul>
	

## Customer Value

<p><b>Enhanced Workplace Safety</b></p> <p>Strengthens preventive measures to minimize accidents</p>	<p><b>Improved Operational Efficiency</b></p> <p>Streamlines operations by improving hazard detection and response</p>	<p><b>Maximized Productivity</b></p> <p>Optimizes workforce allocation with automated monitoring</p>
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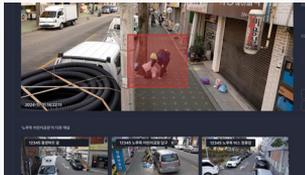
## Pipeline

Plug-and-play 'Gen AI Box' with your current video management system and start using it immediately on-site – with no need for replacements or additional purchases



# Surveillance Solution Powered by NVA

A Video Surveillance Solution Protecting Public Safety and the Environment

<p><b>Public Safety Management</b></p> <p>Detection of safety incidents such as fights, and unauthorized intrusions</p> 	<p><b>Disaster Prevention</b></p> <p>Detection of natural disaster indicators such as fire, smoke, and floods</p> 
<p><b>Crowd Safety Management</b></p> <p>Detecting crowd density at public events such as parks, festivals, and concerts</p> 	<p><b>Illegal Activity Detection</b></p> <p>Detection of unauthorized activities such as illegal dumping or littering</p> 

## Customer Value

<p><b>Enhanced Public Safety</b></p> <p>Enables real-time crime detection through CCTV surveillance</p>	<p><b>Improved Crisis Response Capabilities</b></p> <p>Enables rapid response to mitigate damages</p>	<p><b>Optimized Operational Efficiency</b></p> <p>Improves operational readiness through an integrated control system</p>
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## Success Cases

<p> </p> <p>Conducted a field demonstration for crowd safety monitoring in collaboration with Daejeon Metropolitan</p>	
<p></p> <p>Implemented an illegal waste dumping detection project in partnership with Gunpo City</p>	
<p> </p> <p>Carried out a field demonstration for natural disaster detection in cooperation with the Korea Forest Service and Incheon Metropolitan City</p>	

# ITS Solution Powered by NVA

An Intelligent Transportation System Creating Smarter, Safer Roads for Everyone

<p><b>Traffic Monitoring</b></p> <ul style="list-style-type: none"> <li>· Intersection traffic analysis</li> <li>· Level of Service (LOS)</li> </ul> 	<p><b>VRU Safety</b></p> <ul style="list-style-type: none"> <li>· Road safety assessment</li> <li>· Safe crossing solution</li> </ul> 
<p><b>Incident Management</b></p> <ul style="list-style-type: none"> <li>· Automatic incident detection</li> <li>· Instant alerts and analysis with VLM</li> </ul> 	<p><b>Smart Parking</b></p> <ul style="list-style-type: none"> <li>· Parking space management</li> <li>· Autonomous parking assistant</li> </ul> 

## Customer Value

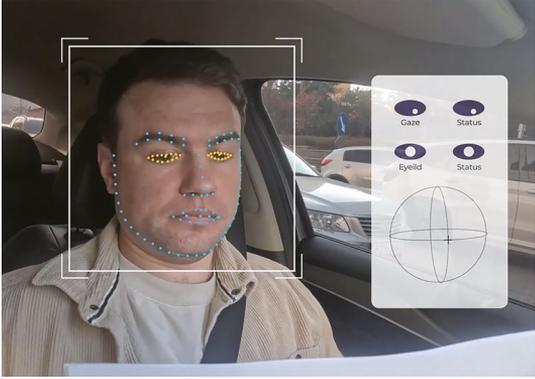
<p><b>Optimized Traffic Flow</b></p> <p>Analyzes real-time traffic data to reduce congestion and improve flow</p>	<p><b>Enhanced Road Safety</b></p> <p>Identifies hazards instantly to help prevent road accidents</p>	<p><b>Cost-Efficient Deployment</b></p> <p>Seamlessly integrates with existing CCTV infrastructure</p>
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## Success Cases

<p><b>2025</b></p> <p>Signed Contract with Dubai RTA for Generative AI-based ITS Solution</p>	
<p><b>2024</b></p> <p>Achieved highest rating in smart intersection performance assessment by Korea's Ministry of Land, Infrastructure and Transport</p>	
<p><b>2023</b></p> <p>Completed AI Smart Parking pilot project in Milton Keynes, UK</p>	

# DMS & FR Solution

Enhancing In-Cabin Safety and Security with Real-Time Precision Video Monitoring

DMS (Driver Monitoring Systems)	FR (Facial Recognition)
<ul style="list-style-type: none"> <li>· Real-time detection of drowsiness, distraction, smoking, and phone usage</li> <li>· Evaluates stress and fatigue levels by analyzing driving patterns, sudden acceleration, and braking behaviors</li> </ul> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>Drowsiness</p>  </div> <div style="text-align: center;"> <p>Distraction</p>  </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;"> <p>Smoking</p>  </div> <div style="text-align: center;"> <p>Phone Usage</p>  </div> </div>	<ul style="list-style-type: none"> <li>· Driver Authentication &amp; Shift Detection</li> <li>· Applies facial recognition to secure restricted areas and control equipment access</li> <li>· Restricts unauthorized access to enhance security</li> </ul> <div style="text-align: center; margin-top: 20px;">  </div>

## Customer Value

### Enhanced Driving Safety

Tracks driver fatigue and distractions to prevent accidents

### Efficient Security Management

Provides secure identity checks with facial recognition

### Optimized for Low-Power Devices

Designed to perform reliably on low-power devices

## Customer Benefit

High performance on low-spec edge devices

Compatible with a wide range of cameras

Flexible installation at various locations

Robust performance in various environments



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