

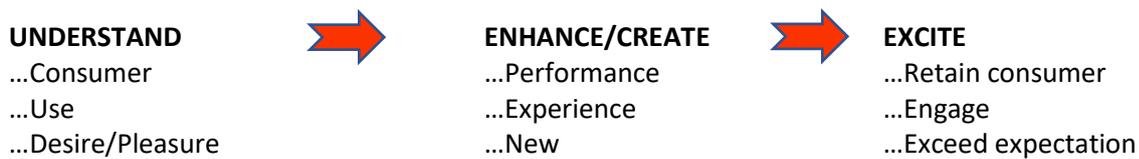
**The client**

Our client is a leading developer of portable consumer electronic devices, with worldwide demand for its range of desirable, high-quality lifestyle products. Whilst the company has a strong brand with a reputation for innovative and high-performance products, they are continually searching to augment the range with enhanced performance and functionality, benefiting their current customers and appealing to new users.

**The search**

Consumers are increasingly expecting their everyday products to be interactive, personalised and responsive to their ever-changing needs. Current products for everyday use are limited in their capability, and the client therefore wishes to **understand, review and implement new technologies based on Artificial Intelligence (AI), into their future consumer electronic products.**

**Device Intelligence**



Whilst competitors have sought to be first to market with AI-enhanced products, the client wishes to **build the appropriate knowledge, architecture and tools to enable a step-change in their holistic offering of ‘Smart Devices’**. These smart devices should provide the consumer with all the confidence, functionality and ultimately, a superior experience, that deliver a compelling reason to buy. In order to facilitate that, the client wishes to **build a platform of knowledge** – what is possible for their devices, what they need to know to make them compliant and effective, and where to source the tools required. We are therefore **actively searching for ‘best in class’ examples, suppliers, development partners and experts / centres of excellence to contribute to an:**

<u><b>A.I. Knowledge &amp; Resource Platform</b></u>		
<p><b>How to gain:</b></p> <p><b>DATA / INFRASTRUCTURE</b></p> <ul style="list-style-type: none"> <li>...Specify knowledge required</li> <li>...Understand / comply with legislation</li> <li>...Collect / store data points</li> <li>...Analyse resulting data</li> </ul>	<p><b>Using:</b></p> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>...Infrastructure</li> <li>...Hardware (power/sensors)</li> <li>...Software</li> <li>...Firmware</li> <li>...Analysis</li> </ul>	<p><b>APPLY to their devices</b></p> <ul style="list-style-type: none"> <li>...Development</li> <li>...Personalisation</li> <li>...Performance</li> <li>...Diagnostics</li> <li>...Security</li> <li>...Interaction/Communication</li> </ul>

**What the client can offer**

The client is able to provide applications and access to new markets for leading technology providers in this sector. They are well placed to launch new products to their chosen markets, with the ability to work with a wide variety of providers and have access to extensive resources to quickly develop new products. This provides an excellent opportunity for early-stage or established technology providers looking for new use cases for their technology. Equally, the client welcomes expertise and knowledge from those able to showcase relevant experience from previous work with consumer devices, to ensure their resulting platform is robust and future-proof. All potential partners should be able to demonstrate their capability and experience for this search. Please send preliminary information on any potential technology partner or service provider to Diane Kolonko via [diane@strategicallies.co.uk](mailto:diane@strategicallies.co.uk)