



Brighter AI secures millions in funding from eCAPITAL and G+D Ventures

29-07-19

Munich

Giesecke+Devrient

German anonymization company Brighter AI Technologies secures several millions in funding from eCAPITAL and Giesecke+Devrient Ventures.

Brighter AI Technologies is a Berlin-based deep-tech startup founded in 2017 and voted Hottest European Startup by NVIDIA in 2018. Brighter AI works to overcome limitations in human and computer vision with artificial intelligence. For example, the start-up has developed a process that anonymizes personal traits such as faces, but preserves camera data for analytics and machine learning approaches. With its innovative anonymization approach using deep neural networks, they have solved the 'data privacy vs. analytics dilemma' for more than 1.1 billion public cameras.

With its Deep Natural Anonymization technology, Brighter AI enables customers in the automotive, retail, public transport and public security sectors to comply with regulations, such as the GDPR in Europe or the CCPA in California, protect people's privacy and at the same time enable valuable analytics functions based on the anonymized data.

Brighter AI will use the investment to boost its growth by accelerating the product development through expanding the technical team with senior hires and further building the sales & marketing and partner organization.

"This capital raise by a renowned German venture capital investor, with a specialized cybersecurity fund, together with G+D Ventures, the Corporate VC arm of the international security specialist Giesecke+Devrient is proof of the market potential of our solution in the fast growing data security market. "With eCAPITAL and G+D Ventures, we do not only raise capital, but partner up with highly experienced entrepreneurs that bring an international network and gain support of G+D", stated Co-founder & CEO Marian Gläser.

Willi Mannheims, Managing Partner at eCAPITAL comments: "We are excited to join forces with Brighter AI, a startup with groundbreaking technology and an excellent team. Brighter AI has solved a fundamental problem of using and storing still and video data while adhering to data security requirements. We are thrilled to support Brighter AI accelerating their venture." Dirk Seewald, venture partner at eCAPITAL and experienced entrepreneur, will take on an advisory board position at Brighter AI.

'With its anonymization technology, Brighter AI opens up completely new markets that we can address together with various G+D Group Business sectors," adds Michael Hochholzer, Managing Director of G+D Ventures. "The first projects are currently being shaped'.

In 2022, 7 exabytes of video data will be transmitted by vehicles and public cameras per hour, providing infinite data points - crucial for an autonomous infrastructure, insight-driven services and new businesses. Through its unique „Deep Natural Anonymization“ (DNA) technology Brighter AI empowers companies to use publicly-recorded camera data for analytics & AI while being compliant with data privacy regulations worldwide.

About Brighter AI

Brighter AI Technologies is a Berlin-based startup founded in 2017. Brighter AI is working on to overcome limitations in human and computer vision with artificial intelligence. With an innovative anonymization approach using deep neural networks, Brighter AI is already on the way to solve the 'data privacy vs. analytics dilemma' for more than 1.1bn public cameras.

About eCAPITAL

eCAPITAL AG, based in Münster, is a capital management company for alternative investment funds (AIF) in accordance with the EuVECA Regulation. The company is one of the leading venture capital investors in Germany and has been actively supporting innovative entrepreneurs in promising sectors since 1999. The focus is on fast-growing companies in the software / IT, industry 4.0, cleantech and new materials segments. eCAPITAL currently manages funds with a subscription capital of more than 220 million euros.

About Giesecke+Devrient Ventures

G+D Ventures is the Corporate Venture Capital arm of the Giesecke+Devrient Group, a global security technology Group. The investment focus is on innovative start-ups in the areas of Payment, Connectivity, Identity and Digital Infrastructures.

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