

PRESS RELEASE

Artificial faces in the service of privacy protection

The new solution, offered by the startup Brighter, promises to anonymize visual data library of companies in a GDPR compliant way while keeping it optimal for future deep tech use cases.

Berlin, 25. May 2018. Brighter, a Berlin startup, just released a unique anonymization solution, called “Deep Natural Anonymization”. It is aimed to solve companies’ headaches caused by the General Data Protection Regulation (GDPR). The solution is focused on visual data such as videos and photos. Collecting and processing this visual data can be business critical for many companies.

“Finding a solution, in which the data can be used for modern analytics, like machine learning, but still be compliant is a huge success for us. We are pleased to support the future of AI in Europe” said Marian Gläser, CEO of Brighter. “By using a deep learning algorithm, we can remove Personally Identifiable Information (PII) from videos and photos. This increases the public’s privacy. Once anonymized, businesses can use the data freely and can overcome situations in which it is almost impossible to get an individual’s consent to be filmed, or to fulfil his/her right to be forgotten. We are enabling businesses to collect, store, process and share data without any privacy concerns.”

Brighter detects personally identifiable information in images and videos, such as faces and cars’ license plates. For these Brighter generates artificial replacements. The Original PII’s are then being exchanged by the replacements. The artificial replacements look real but do not contain any PII and therefore make the data compliant. Furthermore, as the data is in a natural shape it is optimal for any software development, marketing analytics, improvement of AI algorithms and more. “AI is a main business driver around the world, and data availability for this machine learning is crucial. Given the promise of new ways of ensuring anonymization that are emerging, Europe has a unique chance to be an AI leader while also respecting the important principles of privacy protection” says Clark Parsons, Managing Director of the Internet Economy Foundation.

Brighter is already engaged with the automotive industry and now expanding to the security, retail, and media industries, offering on-premise and cloud deployments.

Note: You can also find this text and suitable images and videos in our press section at: www.brighter.ai/press

Suitable videos:

- <https://youtu.be/VVZHsh6Ym4M>
- <https://youtu.be/yR5K6Clyvrw>
- <https://youtu.be/P2xqnXwbLAY>
- <https://youtu.be/u2RVV3SYG5A>

Raw Video: <https://drive.google.com/open?id=1-H5C2H1ZrwPzW6yw4DARVymYQClwQXXD>

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Brighter AI Technologies GmbH., headquartered in Berlin Germany, is founded in June 2017. It is an AI startup using deep neural networks for vision enhancement and privacy. After a successful incubation in the HELLA GmbH & Co. KgaA incubator, Brighter started to provide its innovative solutions to critical industries as the automotive and security. For more information, please visit www.brighter.ai/deep-natural-anonymization