



# brighter AI

## brighter AI's Image & Video Anonymization Solution

Improving Identity  
Protection and Privacy  
Compliance with  
AI-Powered  
Anonymization at Scale

In our data-driven world, privacy is increasingly critical and difficult to manage. brighter AI's image & video anonymization solution helps organizations meet crucial privacy standards by automatically redacting key identifiers from image and video to protect identities. The software offers anonymization through Precision Blur or the ML-compatible Deep Natural Anonymization capability to anonymize faces or license plates and enable a variety of AI use cases. This software is built to comply with the latest privacy regulations like GDPR in Europe or APPI in Japan. Available as either a cloud-based SaaS or on-premise solution, brighter AI helps businesses improve privacy protection and compliance with capabilities that enable high-quality redaction results and flexibility. To ensure privacy, Brighter AI uses state-of-the-art encryption for data transmission and data is automatically deleted after 24 hours.

### Key Features



Precision  
Blur



Deep Natural  
Anonymization



Custom Redact  
Settings



API  
Integration

### Verticals:

- Retail
- Transportation
- Government
- Health & Life Sciences
- Manufacturing

### Use Cases:

- Situational Monitoring
- Human Wellness Monitoring
- Asset & Operations Optimization
- Privacy compliant image/video analytics
- Privacy compliant ML training



*With brighter AI, we successfully transferred a large amount of data to our client outside the EU under time pressure. By using brighter AI's fully automated Precision Blur, we saved thousands of hours of manual work and were able to provide our client with high-quality data for further processing."*

Daniel Scholz  
Business Unit Manager Software & Elektronik – SEGULA Technologies

### Intel Products and Technologies

- [Intel® Xeon® Scalable Processors Product Page](#)
- [Intel® oneAPI DPC++/C++ Compiler Product Page](#)
- [Intel® oneAPI Math Kernel Library Product Page](#)

### Country/Geo:

Global

### Learn more:

- [brighter AI Solution Website](#)
- [brighter AI Case Study Website](#)