



# HUMANISING AUTONOMY

Empowering People with  
Explainable AI

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# About HA: A different approach

Behaviour AI that understands the full spectrum of human behaviours from any camera to help machines better understand people. **All you need is a camera!**



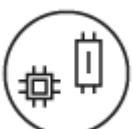
## Novel AI

Strong IP that combines behavioural psychology and novel deep learning AI models for fast predictions.



## Proprietary dataset

Ubiquitous camera footage allows us to build the largest dataset of human behaviours.



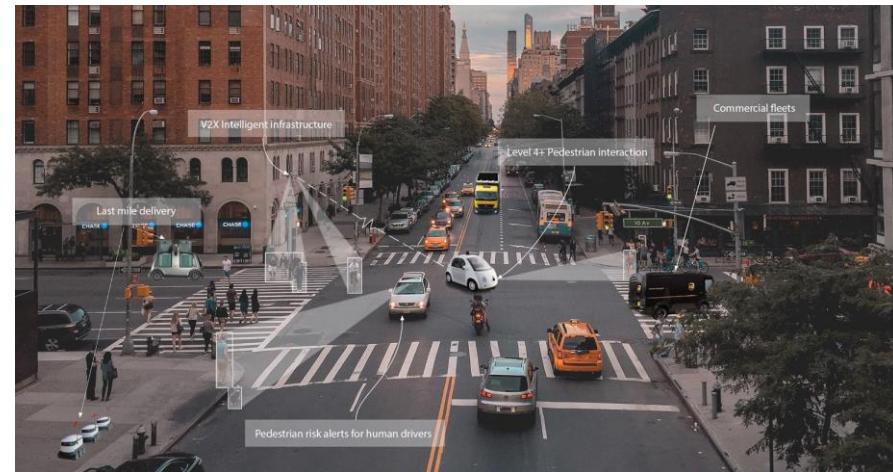
## Modular structure

Allows for widely applicable, fast and accurate prediction. Easy integration with third party models.



## Low power solution

Hardware agnostic solution with a small programming footprint that runs in real time.



# Solution: Behaviour AI Platform

Combine multiple video data sources to gain user-friendly and granular insights to **increase safety, productivity and trust** by helping machines understand all behaviours and predict any action.



## Edge inference

Real time human behaviour recognition and prediction for any camera-device.

Compatible with:



Qualcomm



RENESAS



## Cloud analytics

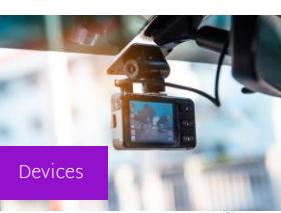
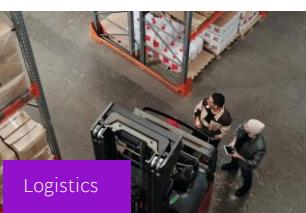
Historical data insights and large scale analysis from video data storage and connected devices.

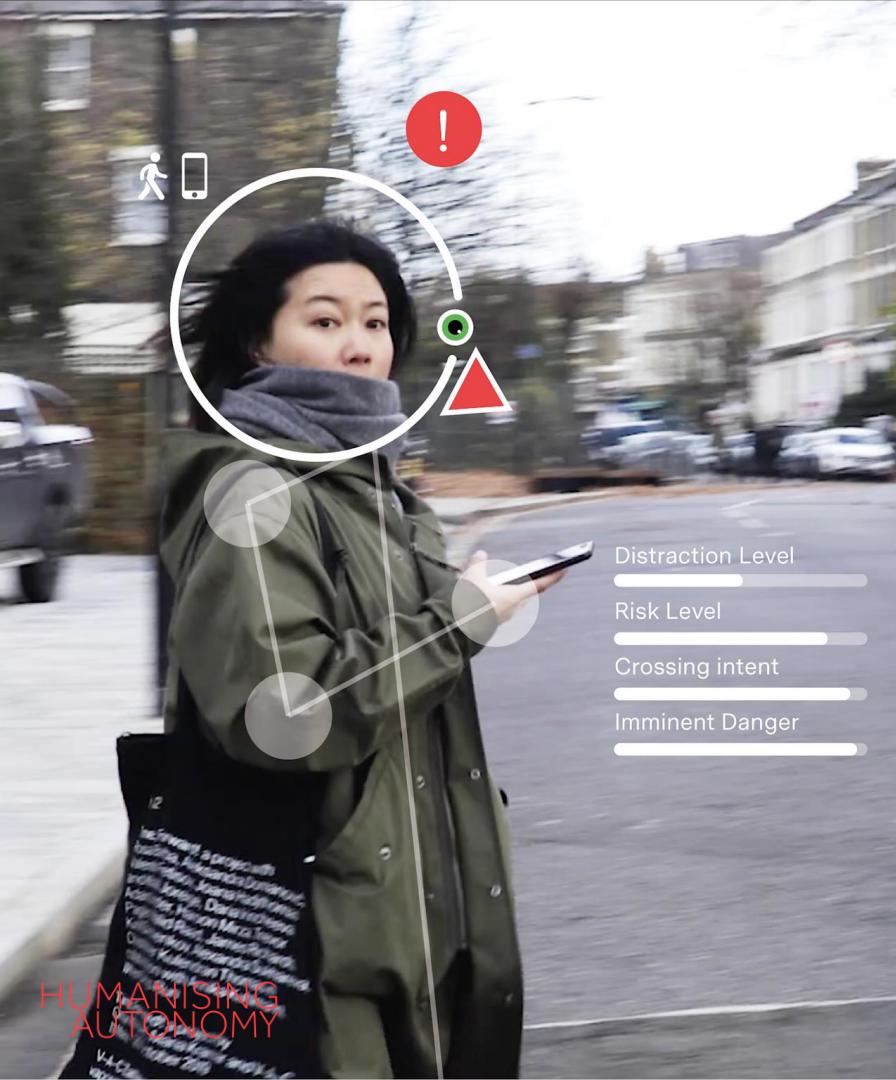
Compatible with:



Azure

Google Cloud

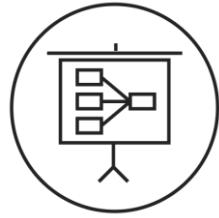




# WHAT IS EXPLAINABLE AI?

# Data network effect

Prioritising privacy, understanding the risks as a safety-critical function for autonomous systems, and the responsible usage of data are all core to our mission.



## Interpretable AI

Built with interpretability by design,  
for safer and more ethical decisions



## Privacy-preserving

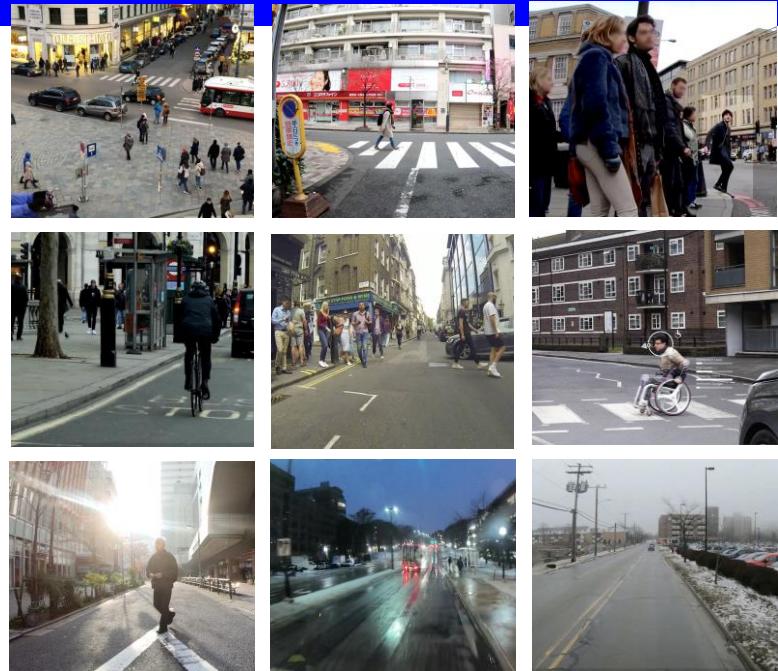
We never identify, track or trace,  
And comply with GDPR regulation

1Bn 200M 20

Behaviours analysed

People in dataset

Types of road users





HUMANISING  
AUTONOMY

# DEPLOYMENTS & COLLABORATIONS

# International ecosystem

A powerful ecosystem is key to establishing market leadership and creates significant value.  
We are working with data, technology, deployment, and licensee partners.

DAIMLER

AIRBUS

Transport for  
Greater Manchesterarriva  
a BB company

VISIONTRACK

CEVA  
LOGISTICS

ABInBev

Qualcomm

OEMs

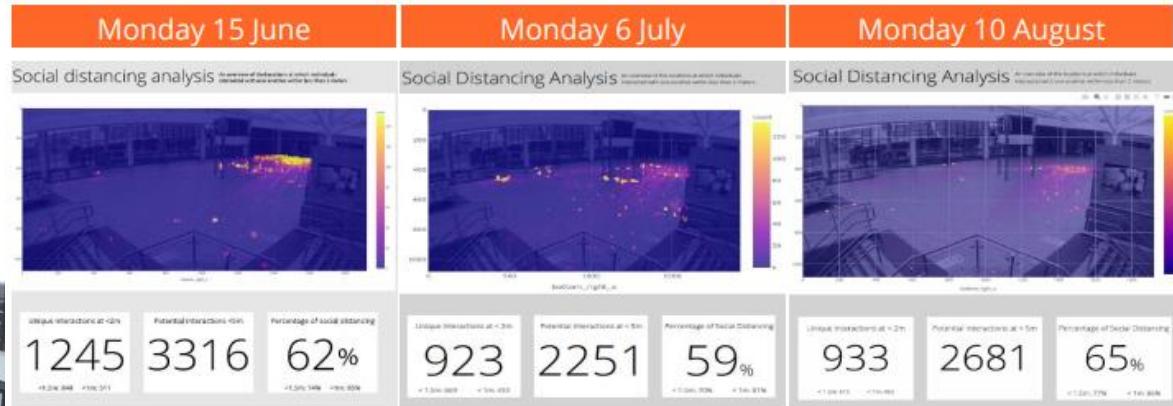
TIER 1s /  
AFTERMARKET

PUBLIC TRANSIT

SMART CITY &  
ROAD  
AUTHORITIESFREIGHT &  
FLEET  
MANAGEMENTLOGISTICS /  
MANUFACTURING

# Evaluating infrastructure use

No costly hardware installation required.



Over 1 million passengers detected from more than 1,000 hours of data

# Safety & accessibility for all

Behaviour AI for detection of:

- Near misses: vehicle < VRU, VRU < VRU, etc.
- Construction zone impact assessment
- Dangerous overtaking
- Road width, markings, etc.
- Dangerous pedestrian crossings
- Traffic light optimisation



**ABInBev**



**CEVA**  
LOGISTICS



**arriva**  
a DB company



# Lessons Learned

- Actionable data > more data
- Combine traditional and non-traditional data sources
- Re-visit project graveyard
- Start small, then scale
- Work with enablers

