

# brīghter AI

brighter Al's Image & Video Anonymization Solution

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

In our data-driven world, privacy is increasingly critical and difficult to manage. brighter Al'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 Al 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 Al helps businesses improve privacy protection and compliance with capabilities that enable high-quality redaction results and flexibility. To ensure privacy, Brighter Al uses state-of-the-art encryption for data transmission and data is automatically deleted after 24 hours.







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 Al, we successfully transferred a large amount of data to our client outside the EU under time pressure. By using brighter Al'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

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# Country/Geo: Global

#### Learn more:

- brighter Al Solution Website
- brighter Al Case Study Website

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