

C H A N G I N G
H O W
M A C H I N E S
U N D E R
S T A N D
P E O P L E

Behaviour AI: Changing the Human-Machine Interaction

Presented by:
Kim Vigilia
kim@humanisingautonomy.com

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**A shift back to
people.**

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Our daily lives are now crammed with automation, but it don't mean these machines understand our behaviours, actions and intents.

**We teach machines to understand
people in order to create safer,
more efficient, and more pleasant
human-machine interactions.**



Our ethical computer-vision software understands and predicts human behaviour to quickly, safely, and accurately provide the context between people and machines.

Behaviour AI

/bɪ'heɪvjə/eɪ'laɪ/

An AI system that directly interacts with humans or needs to understand human behaviour for further decision making



At Risk Pedestrian

Safe Pedestrian



Are they at risk?

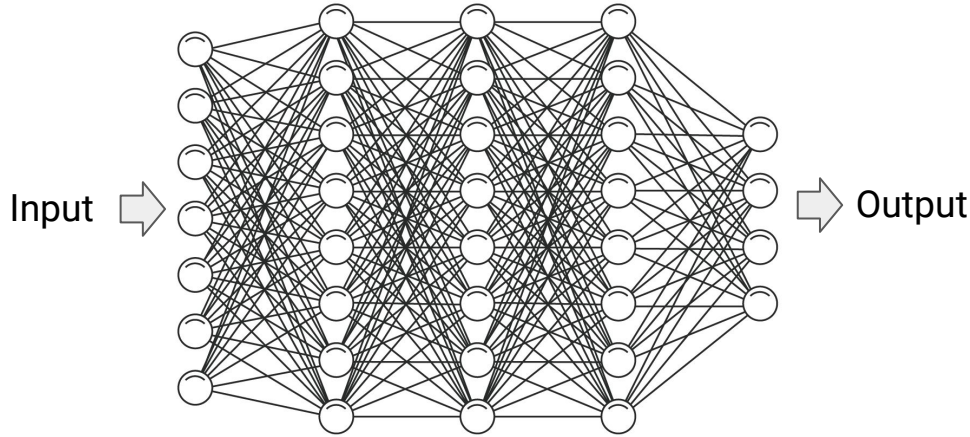
- **Intending to cross?**
- **Looking at a sign?**
- **Relaxed state?**
- **Preparing to run?**

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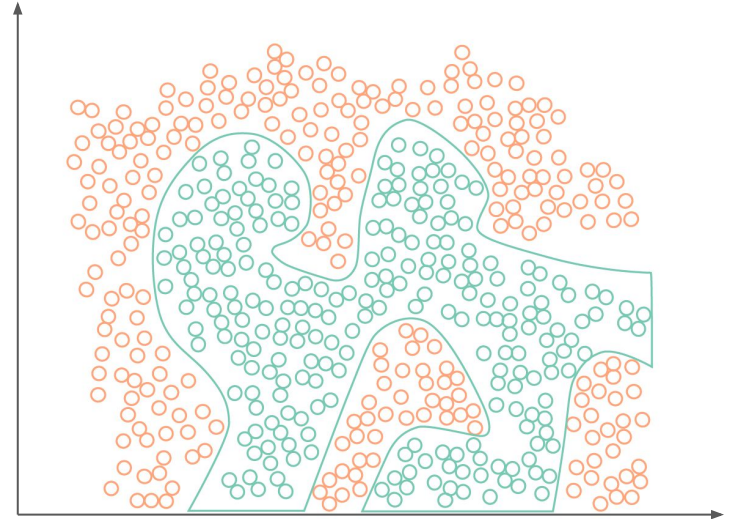


**Behaviour-based
artificial intelligence
can change how
automated technology
responds to people.**

Deep Learning and Behaviour AI



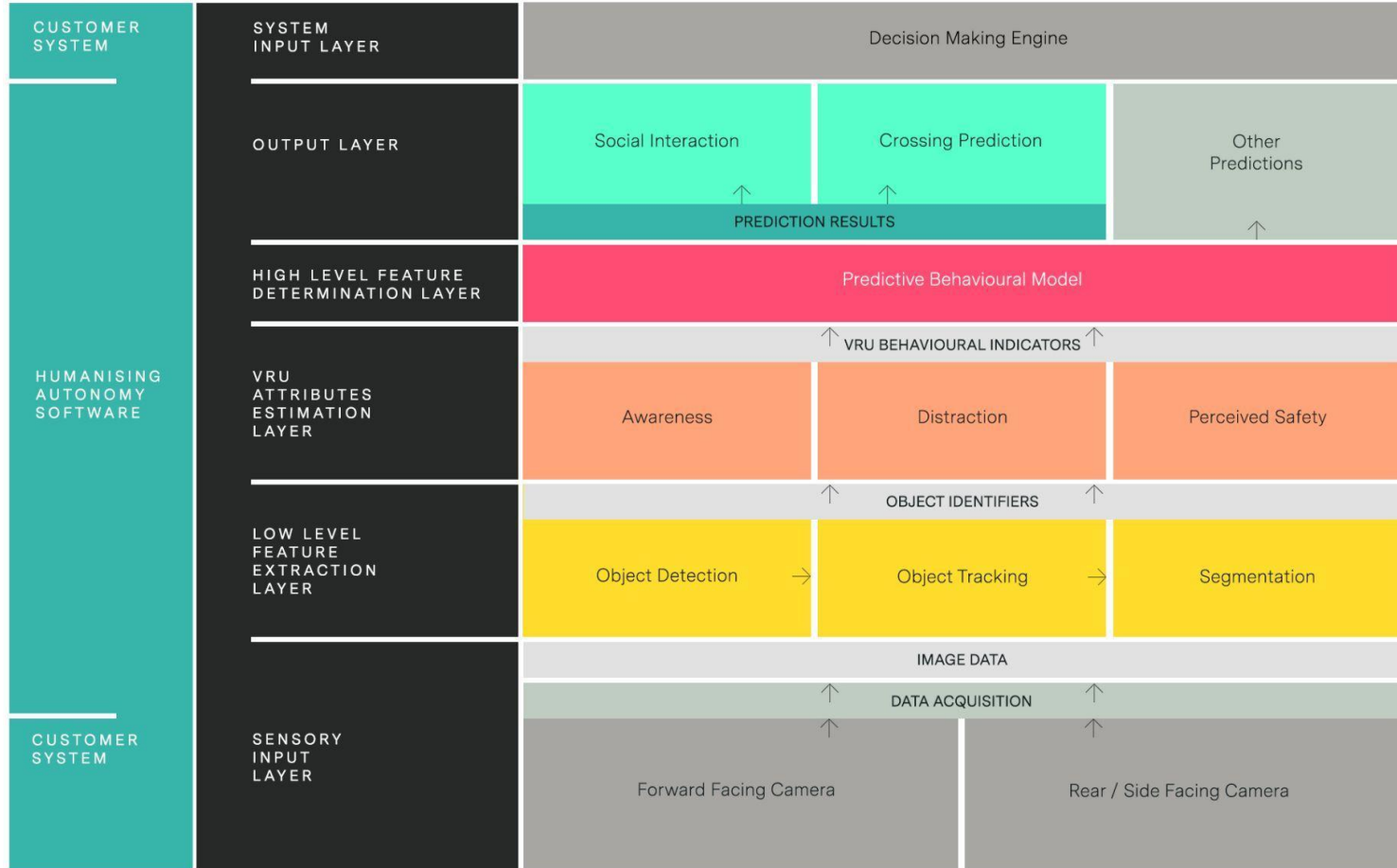
Fully connected deep neural network



Non-linearities allow us to approximate arbitrarily complex functions

(Ref: Anjali Kumari)

Behaviour AI architecture





Ethical.

Safe.

Human-centric.

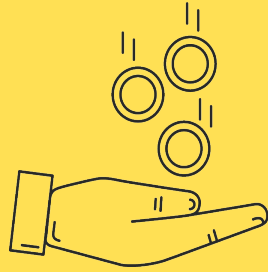


- **No facial recognition**
- **No identity capture**
- **GDPR compliance**

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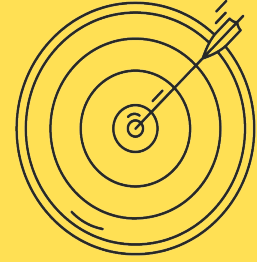
Safety and
reduced liability



Cost savings
and efficiency



Enhanced human
experience



Competitive
edge in growing
markets

Customers and partners include

AIRBUS



DAIMLER




Infrastructure
market leader

Metaverse
market leader

Smart home
market leader

Nvidia, Ambarella, Qualcomm Chipsets Supported

Cost / Power		
Low	Medium	High
QC Snapdragon 4/5/6xx	QC Snapdragon 888	Ambarella CV2
QC QCS610	Ambarella CV22	Nvidia Jetson AGX
Ambarella CV28	Nvidia Jetson NX	Nvidia GeForce
Nvidia Jetson Nano		Nvidia Tesla



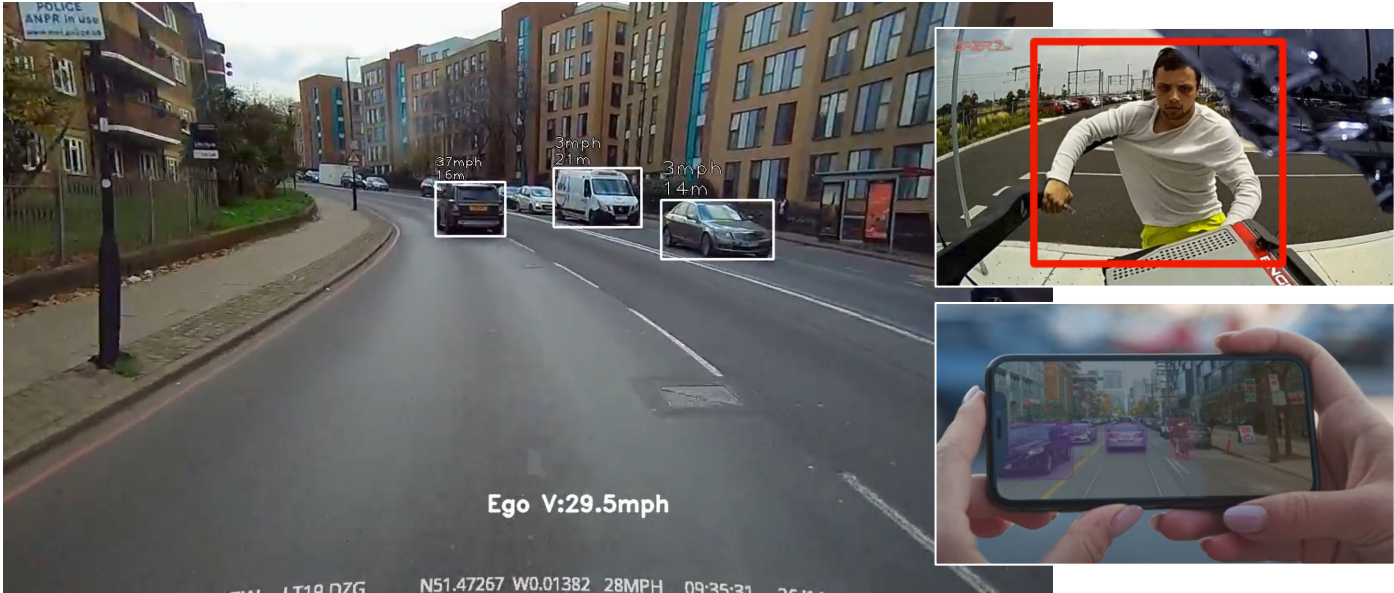
- Number of cameras
- Feature Richness (more detailed analysis of each road user)
- Accuracy
- Performance (eg. FPS)

Imagination

Qualcomm



Dash Cam Case Study: Nextbase



Customer:



Humanising Autonomy's Behaviour AI platform will be deployed on Nextbase's next generation of smart dashcams, Nextbase IQ, to provide detection, distance estimation, and velocity estimation of vulnerable road users and vehicles, to inform Forward Collision Warning and Parking Mode Alerts.

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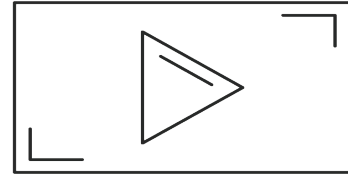
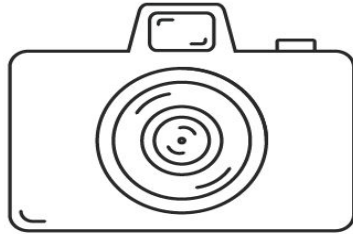
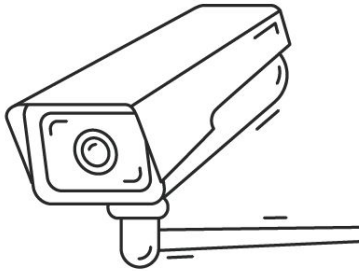
Behaviour-based
artificial
intelligence

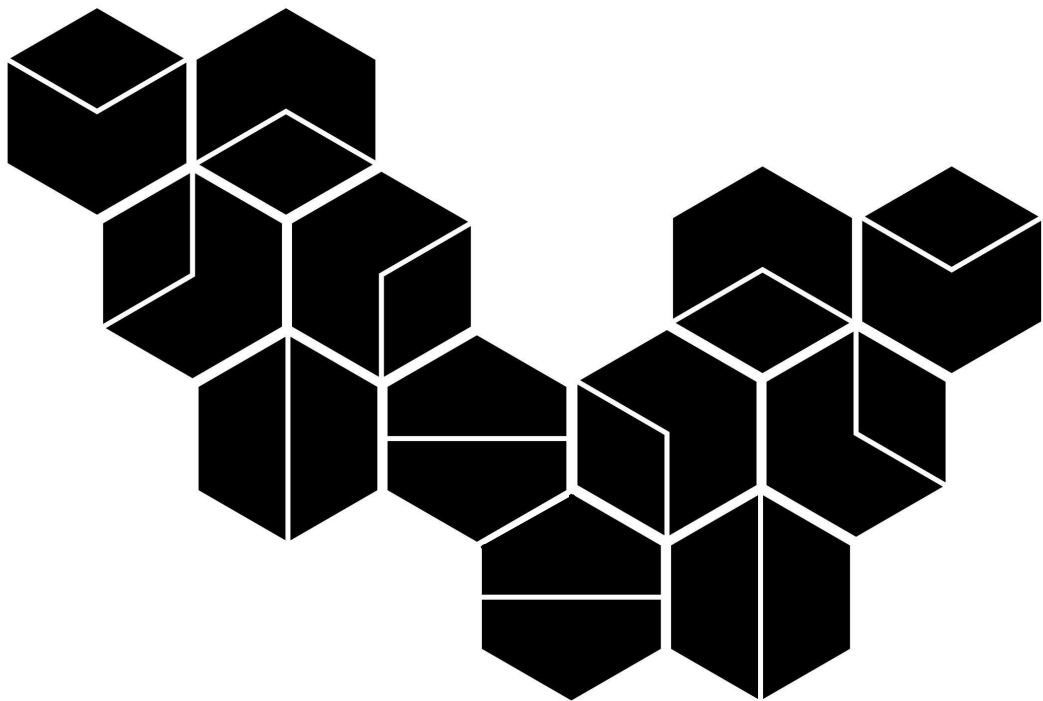
Ethical
computer
vision software

Better informed,
relevant decisions



All we need is to connect to your existing camera, platform or access your video footage.





**Easy to integrate,
access or use so that
scaling is fast and
accessible.**

Ambitious, diverse and world leading team



Diversity,
inclusivity
and equity

Representing more than 15 countries, our team comprises 50+ of the brightest minds and various PhD's across business, behavioural psychology, data science, deep learning, engineering, product development and strategy .

We value and celebrate diversity of backgrounds, opinions, methodologies, experiences, skills, qualities and contributions.

Backgrounds and expertise from:



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THANK YOU!

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