tinyML Summit
Enabling Ultra-low Power Machine Learning at the Edge

Products and applications enabled by tinyML

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www.tinyML.org
Qeexo’s AutoML to accelerate data science adoption and value

Grant Striemer

Stephanie Pavlick (TDK Qeexo)
About Qeexo

- 2012: Spun out of Carnegie Mellon University
- 2012 – 2018: Developed machine learning applications for mobile / touchscreen market
- FingerSense, TouchTools, EarSense
- Optimized for low-latency, low-power
- 2019: Qeexo AutoML external availability
- 2023: Acquired by TDK
Qeexo AutoML: Key Customer-Driven Enhancements

- Assisted Segmentation
- New Hardware Platform Support
  - Nicla Sense ME (MCU and ML-accelerator)
  - TDK i3Micro (limited availability)
  - P&G STM32WB5MMG (only currently available to P&G users)
- Automatic time-series sensor data augmentation
About

Grant Striemer
Director, Corporate R&D

15+ years spanning…
• Open Innovation
• Global Swiffer Packaging & Devices
• Smart Products: Opte, Lume
• Startups
• 30+ patents
A Company of Leading Brands
Superiority drives growth

New Standard of Excellence

Need Superiority across all elements

Irresistibly Superior Products
Irresistibly Superior Packaging
Superior Brand Communication
Superior Retail Execution
Superior Consumer & Customer Value Equations
Digital Innovation in Consumer Goods

AI is part of our digital transformation strategy to disrupt how we innovate (faster/better/cheaper) in the CPG industry which is helping drive design of irresistibly superior products and experiences for our global consumers.

In R&D, we use AI to...

- Understand Consumer Needs Better
- New Product Experiences
- Make Products Better
Examples of AI in P&G

AI Toothbrush

Motion Sensor Data

AI Manufacturing

Computer Vision

Paul Thomas, P&G Engineering
Excerpt from AIA Conference
Growing practitioner level AI know-how

The Adoption Journey of a Citizen Data Scientist (Product Researchers)

WHY
what
how

WHY
WHAT
how

WHY
WHAT
HOW

High Category Knowledge
Unmet Need

Define Problem to Solve
Show Value

Integrate into Workflow
Grow Knowledge
Open Innovation

STRATEGICALLY PARTNERING EXTERNALLY WITH STARTUPS/COMPANIES/ACADEMICS TO LEVERAGE AND BUILD NEW DATA & AI CAPABILITIES

P&G is leveraging Qeexo’s Auto Machine Learning tool to help enable this broad innovator community to develop, manage and deploy new algorithms.

Traditional Data Science Path

AutoML

Activation Energy
Improving everyday life.
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