



**Our mission:** AllRead MLT's mission is to democratize intelligent reading systems in supply chains around the world, to improve operational efficiency and data management.

**History:** AllRead Machine Learning Technologies S.L. (hereinafter AllRead MLT) was founded in March 2019 as a spinoff of the Computer Vision Center of Catalonia (CVC), inside the "The Collider" Venture Builder program of Mobile World Capital Barcelona. In April 2020, we raised a half million seed round. Today we are 10 employees and target 600K turnover in 2020. One of the inventors of the technology from the Computer Vision Center, Marçal Rossinyol (PhD in Computer Vision and Deep Learning) has joined AllRead MLT as its CTO.

**What we do:** AllRead MLT develops a unique deep learning based text recognition software: An innovation (various scientific papers published) resulting of 5 years of research. The technology provides single-shot text interpretation in images, without any segmentation step, and ignoring irrelevant textual content resulting to a fully automatic, high precision, smart and specialised reading software.

The software automatically processes the images taken by a mobile or fixed camera and provides the digital extraction of valuable information, to be integrated into the existing management system. AllRead MLT detects, reads and digitizes serial numbers, sensor or meter readings, barcodes, license plates and many more structured codes in complex operating environments. The software finds the text in any place and angle, resists dust, blur, stains and movement and reaches maximum precision with a fast learning curve.

**The problem we solve:** Companies are under immense pressure to digitize their operational processes and increase their efficiency. Despite living in the digital Era, text appears omnipresent in the value chains and supply chains (serial numbers, ID codes, sensor readings, expiry dates...). It represents data, and conveys important semantic information needing to be digitized. Therefore companies spend a lot of resources to extract this information, for tracking, monitoring or identification purposes.

**Existing solutions:** the main solutions found in the market are computer vision technologies (industrial OCR, Mobile OCR, license plate recognition), but also RFID, IoT, Laser barcode technologies, which have some limitations and weaknesses such as weak accuracy, limitations of implementation and adaptation, high cost of implementation and / or maintenance, difficulty reading in more complex scenarios and inability to improve the solution.

The competitive advantage of AllRead MLT is that it combines the highest precision in data extraction with great agility for implementation, adapting to new reading scenarios and existing processes and hardware. Thus, AllRead offers a better return on investment, compared to existing solutions, since it is completely adaptable to existing hardware and software.

**Current clients:** the Ports of Barcelona, Bilbao and Algeciras, IAG Cargo (Logistics), Global Omnium (Utilities) and Hartmann (manufacturing of medical equipment) are examples of companies we are working with. They represent verticals and use cases

that demonstrate not only the performance of the solution, but also the market potential and scalability of the company.

**Business model:** The AllRead MLT product portfolio is broken down into two parts: a Cloud SaaS solution and an on-premise reading API. Our priority is the pay per use Software as a Service solution: the subscription depends on the volume of images processed.