MEDIA ALERT: NXP Combines Edge Compute, Machine Learning and Advanced Sensing Technologies in a One-of-a-Kind VIP Experience at CES 2018

December 19, 2017 at 9:00 AM EST

SAN JOSE, Calif., Dec. 19, 2017 (GLOBE NEWSWIRE) --

WHO: NXP Semiconductors in collaboration with Internet-of-Things (IoT) industry partners: Google Cloud, Amazon Web Services (AWS), Accenture, Au-Zone and ClearBlade, showcase the innovative frontiers and powers of edge computing by giving NXP VIP guests a comprehensive, personalized glimpse into the future of edge-computing and artificial intelligence applications.

WHAT: The one-of-a-kind experience pushes the boundaries of edge computing, and ushers in the era of embedded artificial intelligence (AI), where edge nodes are not only smart, but are trained to be aware of their environment and situation, making them capable of executing smart commands.

Explore NXP's redefinition of AI as 'Artful Intelligence' and see how NXP and its leading network of partners collaborate to deliver comprehensive, high performance IoT/Edge Compute solutions that can easily be applied to specific use cases across Industry 4.0, Smart Home and Smart Retail applications, enabling cost optimized, low power systems.

Press materials will be available on our online press kit (please check back throughout the show for updates and photos):
www.nxp.com/ces/mediacenter

WHERE: NXP Booth, CP 25

WHEN: CES Conference Dates: January 9-12, 2018

WHY: From edge-based AI inferencing to sensory object identification and management, here's a peek of what the IoT edge compute experience includes:

Scalable Processing Capabilities for Edge-Node Computing Intelligence
The VIP experience demonstrates a large variety of use cases based on the industry's broadest IoT processing portfolio, from ultra-low power microcontrollers to crossover processors to high capability i.MX8 application processors. You will witness the use of Au-Zone DeepView Neural Net techniques to identify food in ovens or refrigerators, or how to extrapolate data from sensors to detect anomalies for preventive maintenance.

Secure, Efficient Edge Computing Platforms
The Layerscape LS1043/46 Edge Computing platform seamlessly bridges cloud frameworks like Google Cloud IoT, AWS-IOT Platform or Azure IoT to edge nodes, sensors and devices. Edge Computing reduces latency and bottlenecks inherent in IoT connections to cloud data centers. Check out the demonstration to see machine learning-based facial recognition, robust remote device management, secure device provisioning to the cloud and other edge processing capabilities integrated together with the ClearBlade software IoT Edge Platform.

MEDIA RSVPS: To RSVP your personalized visit during CES 2018, please contact pr@nxp.com.

About NXP Semiconductors
NXP Semiconductors N.V. (NASDAQ:NXPI) enables secure connections and infrastructure for a smarter world, advancing solutions that make lives easier, better and safer. As the world leader in secure connectivity solutions for embedded applications, NXP is driving innovation in the secure connected vehicle, end-to-end security & privacy and smart connected solutions markets. Built on more than 60 years of combined experience and expertise, the company has 31,000 employees in more than 33 countries and posted revenue of $9.5 billion in 2016. Find out more at www.nxp.com.

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