



PUX Corporation Corporate Profile



Company Overview

- Company name : PUX Corporation
- Location : Osaka, Japan
- Established : April 2012
- Capital : JPY 90 Million
- Business : Software development, sales and licensing business
- CEO : Hidetaka Fukae
- History :
 - Apr 2012 : Spin-off as PUX from Panasonic
 - Oct 2013 : Capital alliance with Nintendo
 - Nov 2019 : Capital alliance with Morpho

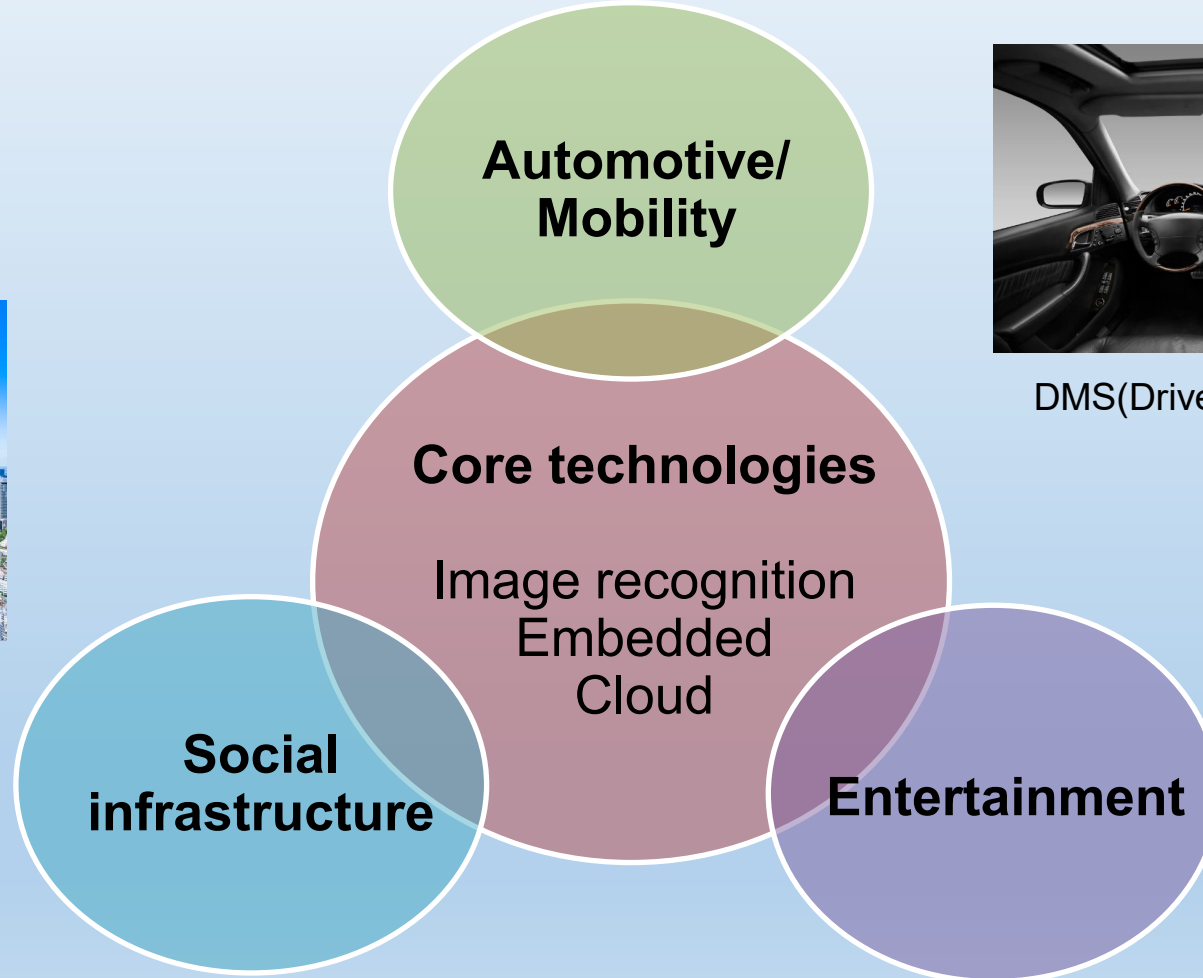
Vision



Business Fields



Parking, Roads & Traffic
Railway, Retail



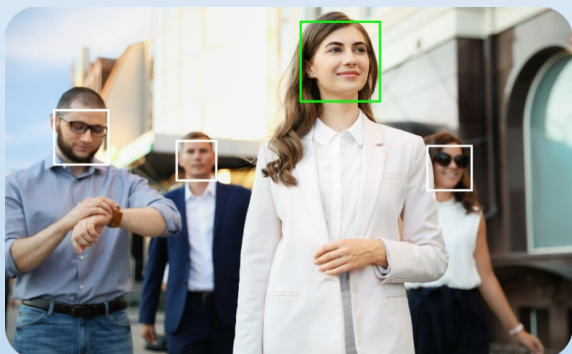
DMS(Driver Monitoring System)



Game, Amusement facilities

Products

Facial sensing



- Face position
- Feature points of face
- Face orientation
- Gaze estimation
- Face authentication
- Age and gender estimation

Human sensing



- Position of individuals
- Skeleton of individuals
- Posture estimation in 3D

Vehicle sensing



- Vehicle detection
- License plate recognition

Object sensing



- Detect specific objects
- Estimate specific conditions by combining it with our other software

Our Strengths

Accuracy



High Speed



■ Achieving both accuracy and processing speed

Ready as a standard SDK that balances recognition accuracy, processing speed, environmental robustness, and library size

(Windows, Linux, ARM Linux, Android)

■ Customize & customer support

Optimization of libraries and additional learning of images can be provided according to the customer's application, usage environment, and platform.

Particularly good at lightening and speeding up for embedded devices

Licensing Experience

■ 400 Million+ licenses globally

Manufacturing

Panasonic
Nintendo
IT equipment manufacturer
Household Robot Manufacturer
Arcade game maker
Camera module maker
etc

Automotive/Mobility

Tier1
Drive Recorder Manufacturer
Dust Truck Manufacturer

Vehicle Management

System Integrator
- Car dealer
- Expressway toll booth
- Parking lot
- Smart parking

Transportation

Railway company

System Integrator

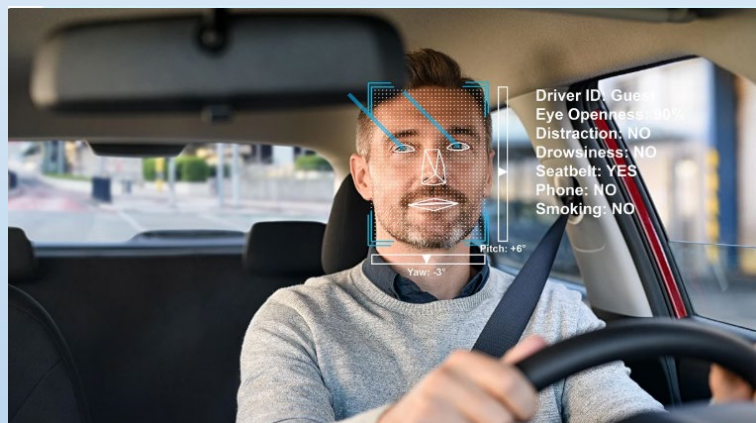
- Retail
- Local government
- Factory
- Financial institutions
- Digital signage

Retail

Vieureka service
<https://www.vieureka.com/>
- Supermarket
- Drugstore
- Convenience store
- Apparel shop
- Commercial facility
- Amusement facility
- Care facility
- Manufacturers of beverages, daily necessities, cosmetics, snack food, etc.

Outline of each Business Field

Automotive



DMS (Driver Monitoring System)

- Provides lightweight yet highly accurate software for face detection, gaze estimation, and posture estimation.
- Offers technical support from the early stages of customer development through to mass production

Parking



License Plate Recognition and Vehicle Detection Software

- Provides software for license plate recognition and vehicle detection.
- Used for vehicle management at gates, vacancy monitoring in parking lots, and customer vehicle management at retail stores

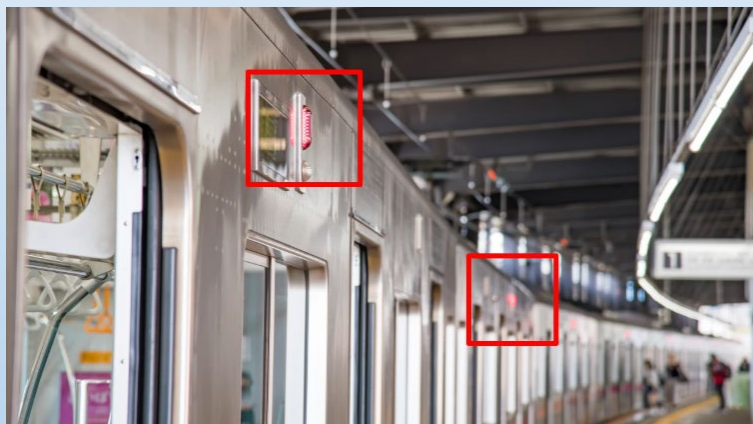
Roads & Traffic



- Develop and license software that contributes to the vehicle monitoring and management in road and logistics environments

Outline of each Business Field

Railway



- Developed a system that detects the illumination status of side lamps on railway cars to support conductors in performing safety checks and other operational tasks.

Retail



Customer Analytics and In-Store Visualization System

- Estimates the number of customers in a store, along with their age and gender, and visualizes store congestion and customer movement patterns.
- This information is used as marketing data to understand current conditions and measure the effectiveness of various initiatives.

Entertainment



- Our technologies, such as facial recognition and handwritten character recognition, are utilized in game content and amusement facilities.
- We also undertake contract development of development environments that support game creation.

Thank you very much!

