Longstanding AI Recognition Provider Eyedea Protects Software with Thales

Since 2006, the company's SDKs are secured and accessed using Sentinel

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AI is nothing new for Eyedea. Established in 2006 by a research group from the Center for Machine Perception at the Czech Technical University in Prague, the company's first product was license plate recognition using machine learning (ML), a subset of AI. Today, their products span vehicle and driver safety recognition, facial attributes, and anonymization. Eyedea's customers include international and national police organizations such as **Interpol, Europol, and the Czech Police, as well as commercial enterprises — among them Toyota**. After developing its first offering, Eyedea sought a licensing solution renowned for IP protection and software access and therefore turned to Thales for its Sentinel platform.

Use Case

Most of Eyedea's customers use its AI recognition software as a component embedded into existing hardware and software solutions. As is common for machine learning products, Eyedea supplies a software development kit (SDK) for integration into customer devices and software.

Along with the software files, Eyedea provides a Thales Sentinel license on a hardware key, or dongle. Sentinel has been providing hardware key licenses for over three decades, and its time-honored technology is especially suitable for small businesses in need of software protection such as Eyedea.

The company prefers using the physical device of a dongle to avoid IP piracy and unauthorized usage.

Feature-Based Packaging and Licensing

Each Eyedea order is tailored to the customer depending on the products they choose. Eyedea selects the libraries for every feature functionality and configures each Sentinel license to allow access to the selected libraries.

Eyedea offers their feature-based licenses in three ways:

1) Standard build: A basic feature set

2) Standard build + preset advanced features

3) Custom feature set

> " With Thales inside, our customers can trust access to their software is safeguarded… Meanwhile, our IP is protected as well."
>
> **– Martin Urban, Eyedea CEO**

Whichever grouping the customer chooses, Eyedea packages the product and prepares Sentinel licensing accordingly.

Protection

The software is protected against unauthorized usage with the licensing security from Sentinel Envelope. "With Thales inside, our customers can trust access to their software is safeguarded," points out Eyedea CEO Martin Urban. "Meanwhile, our IP is protected as well."

From Free Trial to Yearly Order

Upon registration, customers receive a Sentinel license with a free three-month trial which ends based on time or usage. The time-based license expires at the three-month expiration date, and the usage-based license expires after a predetermined number of executions within the three months. After the trial, customers can purchase a one-year license.

Support for Common Platforms

Eyedea's customers run its software on a variety of platforms, including ARM. Because Sentinel seamlessly integrates with ARM as well as any other platform, end users note high satisfaction with the flexibility of Sentinel in their ecosystem.
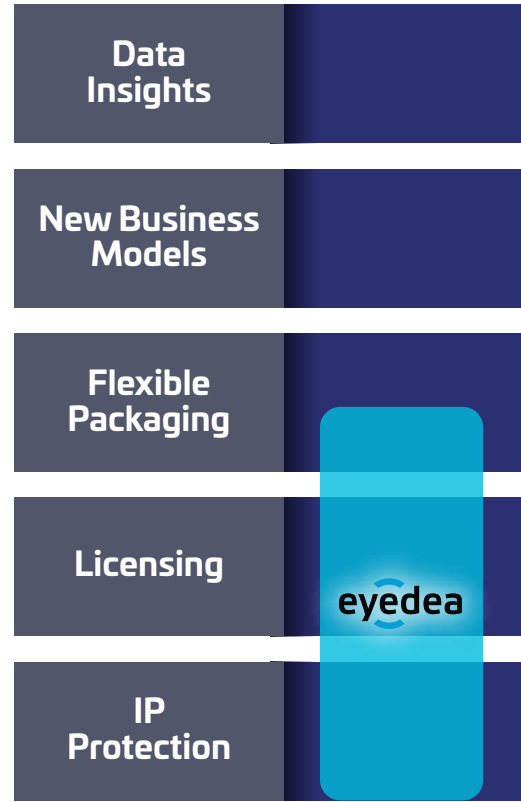
eyedea

Ongoing Partnership

As a Sentinel customer since their inception in 2006, Eyedea sees Thales as a partner. Eyedea has relied on the Thales support team for its consistent, personalized support for licensing their evolving AI products over time - for large and small organizations alike. While AI is now on the cusp of becoming ubiquitous, **Thales Sentinel has been supporting Eyedea's AI software for nearly two decades. "As AI grows, Thales Sentinel grows with Eyedea,"** noted Urban.

About Thales

Today's businesses and governments depend on the cloud, data and software to deliver trusted digital services. That is why the most recognized brands and organizations around the world rely on Thales to help them protect sensitive information and software wherever it is created, stored or accessed – from the cloud and data centers to devices and across networks. As the global leader in data security and software licensing, our solutions enable organizations to move to the cloud securely, achieve compliance with confidence, create more value from their software and deliver seamless digital experiences for millions of consumers every day.

| Data Insights |
| New Business Models |
| Flexible Packaging |
| Licensing |
| IP Protection |

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Sentinel Layers Utilized by Eyedea

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