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AI Helping With SIDS

Artificial Intelligence seeing each child
as a unique individual.

- Over 20 years of experience building artificial intelligence systems.

- Multiple Fortune 500 Awards in innovation and artificial intelligence from Intel, Amazon, Ford, AT&T, Ericsson and Samsung among others.

- Numerous patents that were granted, and subsequently licensed and sold to Microsoft as well most major institutions.

- Experience using artificial intelligence solving hard problems in numerous industries from Social Media, Marketing, Health, Mobility and over 12 years serving the hedge fund industry.

About Us

We are an experienced, award winning team with years of experience using artificial intelligence to solve some of the world's hardest problems.

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Current approaches to monitoring for Sudden Infant Death Syndrome (SIDS) is often too late to help most infants.

Current technology is designed to detect a lack of motion, or a stopped heart beat.

These indicators only happen after the damage is done and often much too late to help an infant in distress.
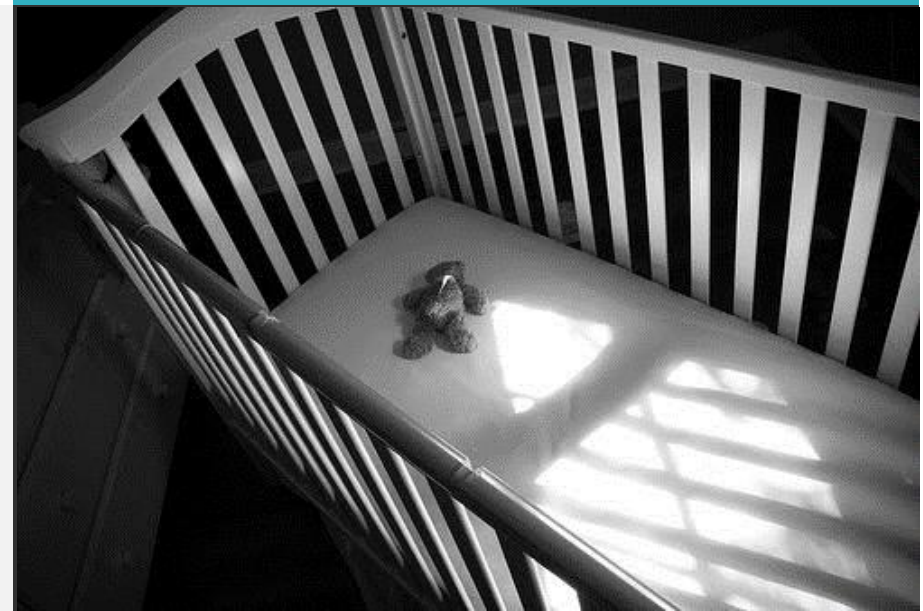
Situation

Current approaches to baby monitoring is often too late.

By the time an alert happens... the damage is done.

Find a way to proactively detect, and potentially prevent Sudden Infant Death from SIDS.

The problem is that each child is unique. They have unique breathing patterns. All infants hold their breath, and that breath-hold pattern is unique as well.

The task was to find a way to profile each unique child to determine if their breathing or breath-holding was risky, and then take action.

Baby breathing patterns and dangerous breath holding can be difficult to predict just like stock movements. To make the problem harder, as the infant gets older, or the environment changes, all those patterns change again.

Task

Find a way to profile each unique child to determine if their breathing or breath-holding was risky, and then take action.

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We designed a specialized approach to machine learning based on technology we designed for the hedge fund industry.

We employed an "adaptive," and "shifting" machine learning approach.

This approach could adapt as the baby changes patterns, but still detect anomalous breathing patterns.

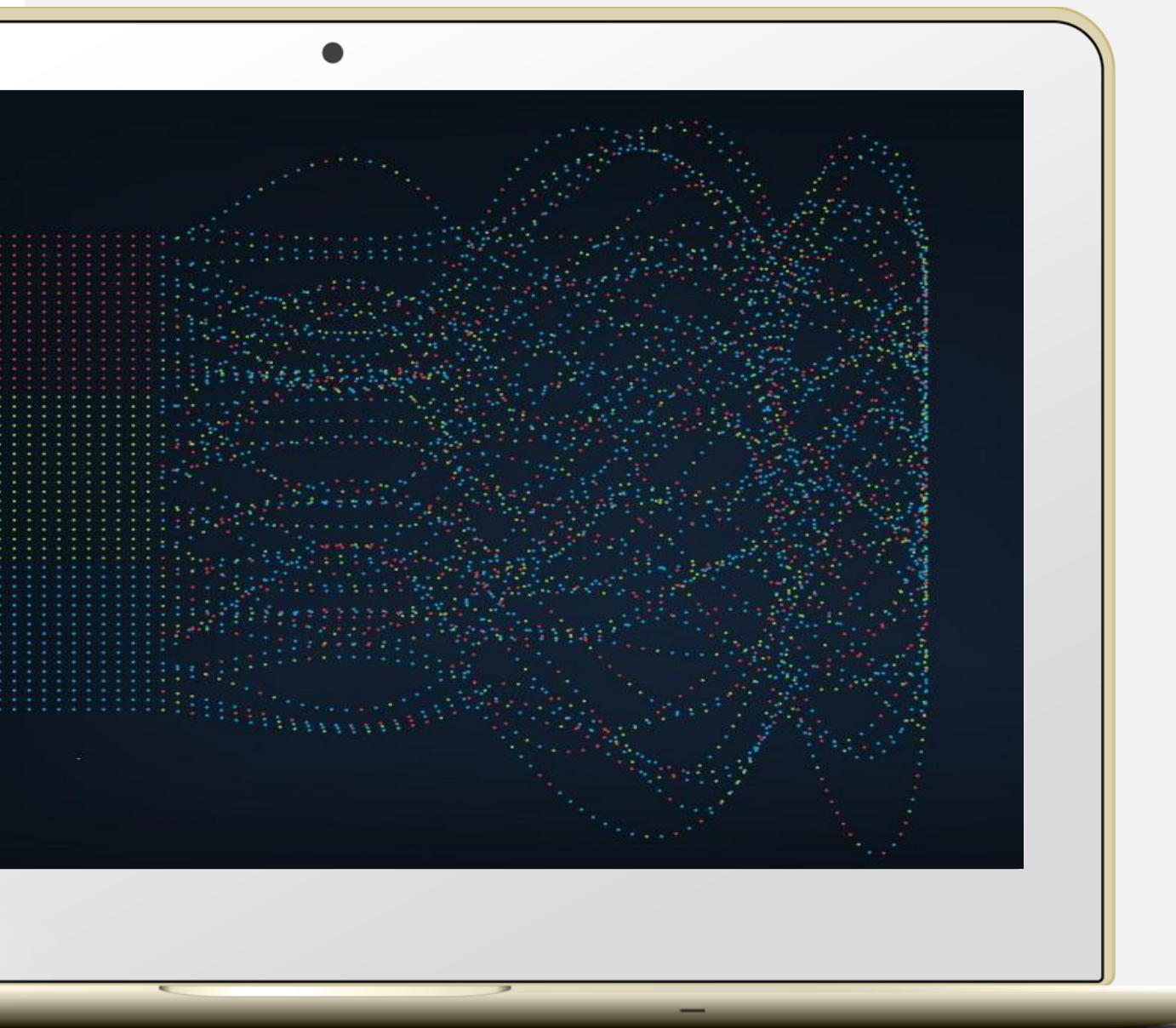We tied this to an "overwatch" AI algorithm.

If the infant was breath-holding too long, in a dangerous pattern, the AI would "step in" and try to resuscitate the infant while simultaneously calling for help.

Action

An AI that can monitor and adapt to changing infant breathing patterns.

Then take action when something is wrong.

Result

The net outcome was a team of AIs that won awards in innovation from Intel, Amazon, and Samsung.

The team of AIs were capable of learning the unique patterns and habits of an individual infant, and when in danger…

Instead of simply sounding an alarm, the AI would work to revive and re-stimulate the infant to breathe again.

- Traditional artificial intelligence sees "groups" and "generalities."

- What's normal? What might be normal for one individual, may be completely different for another.

- Comparing an individual to a "group" sometimes isn't enough.

- Our approach to artificial intelligence focuses on the <u>uniqueness of the individual</u>.

- By hyper-focusing on the problem of the individual, AI can better solve the problem of the individual.

Summary
Consider the individual. Not the group.

Contact one of our Solutions Specialists:

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The Next Step

Contact us to discuss how this level of artificial intelligence can solve your business challenges.