

Hong Kong's dynamic innovation scene attracts French semiconductor company setting up regional headquarters (with photo)

Invest Hong Kong announced today (December 12) that it has helped French semiconductor company Prophesee set up a regional headquarters in the city to push its neuromorphic artificial intelligence (AI) technology across Asia.

The department welcomed the establishment of Prophesee in Hong Kong. The Associate Director-General of Investment Promotion, Dr Jimmy Chiang, said, "We are happy to see that the company capitalises on the city's advantages in research and development capabilities, advanced technology infrastructure, legal system and deep pool of local talent to set up its regional headquarters in Hong Kong."

He added, "With opportunities brought by the National 14th Five-Year Plan and the Guangdong-Hong Kong-Macao Greater Bay Area, Hong Kong can act as a strategic hub for innovative companies, like Prophesee, looking to access the Mainland market."

The Co-founder and CEO of Prophesee, Mr Luca Verre, said that the company's primary objective is to expand the adoption of the neuromorphic AI technology in mass market segments such as mobile phones, augmented reality or virtual reality headsets, and Internet of Things (IoT) cameras, as well as industrial automation and automotive sectors.

He said, "The Greater China region and the broader Asia markets represent the largest and fastest growing market for many of these segments. As we are accelerating our commercial expansion and are already achieving wins with major mobile manufacturers and IoT solution providers in the Greater China region, we think it's an optimal time to come to Hong Kong and make it a regional centre for our further expansion in Asia."

He added, "The new Hong Kong office is not only our regional headquarters in the Asia-Pacific region, but also our new customer innovation centre. It oversees the business operations in the Greater China region, Japan and Korea and develops innovative neuromorphic solutions for our global customers. We will be transferring and also hiring senior executive team members in Hong Kong to facilitate the process."

Prophesee develops a breakthrough Event-Based Vision approach to machine vision. This new vision category allows for significant reduction of power, latency and data processing requirements to reveal what was invisible to traditional frame-based sensors until now.

To get a copy of the photo, please visit www.flickr.com/photos/investhk/albums/72177720313317524.

For more information about Prophesee, please visit www.prophesee.ai.

