

USE TECH Launch



Strategic Partner for Digital Growth and Operational Excellence

Empowering organizations in the MENA region to lead the future through AI-driven transformation aligned with national development goals.



Our Key Services



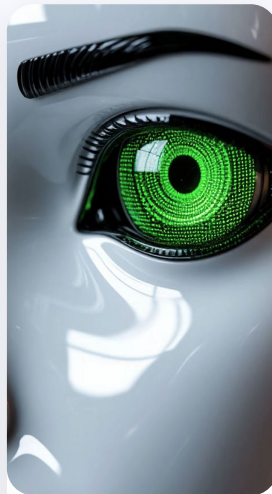
**Machine
Learning**



**Digital
Twin**



**Big
Data**



**Computer
Vision**



**AI
Solutions**

- Dashboards
- AI-analysis
- AI-powered chat-bots



IoT

Our Solutions



Smart AI platform for **virtualized IT infrastructure management and optimisation.**



An AI integration management platform that **ensures continuous and secure data delivery across IT systems.**



An advanced employee motivation and engagement platform designed **to change workplace culture and improve organizational performance.**

Risk Digital Twin

A ready-made platform for **virtual modeling and predictive risk management** of industrial assets.

UseGeo

A proprietary passive seismic method based on vector analysis of natural microseismic emissions **to identify hydrocarbon-related anomalies.**



An AI-powered platform that enables businesses to **visualize, understand, and enhance operational processes** through multimodal data analytics.

USETECH in Numbers

20

Years of legacy



+1000

Completed project



+1500

Experts with proven expertise



3

Years of presence in GCC



Strategic Challenges

Digitalization is the new business standard.

- The amount of data and processes is growing
- Unused data potential
- Time consuming, costly ML model implementation
- Complicated manual analysis
- Risk of errors due to human factor
- Companies are actively implementing digital solutions
- Businesses need to make decisions faster
- AI is recognized as a game-changer technology

What is the Launch

AI ML Vision Platform – a unified AI platform for video, audio, document and image processing, powered by ready-to-use library of ML models, enabling companies to prevent incidents, automate routine process and increase productivity.

Sources

- Cameras / Video
- Documents / Audio
- Images



Models

- Object Detection
- Segmentation
- Classification
- Tracking



Results

- Events
- Analytics
- Management Actions

Launch integrates different types of data, applies AI models, and transforms data into insights notifications and analytics.



What you get with the Launch

Companies receive:



Seamless integration of data streams and data processing models



A significant simplification of hypothesis testing



The ability to quickly design and deploy new analytical scenarios



A unified software infrastructure for ML solutions



Usetech AI / Computer Vision Capabilities



Object Detection and Recognition



Crowd anomaly detection



Non-invasive Animal Monitoring and Weighing



Perimeter security AI



Object Characteristic Recognition



Recognition and Control of Equipment Movement



Aggressive Behavior Detection



Power Line and Infrastructure Recognition



Smoke and fire detection



PPE (Personal Protective Equipment) Detection



Gun Detection



Ore Particle Size Distribution Analysis



People Counting and Monitoring

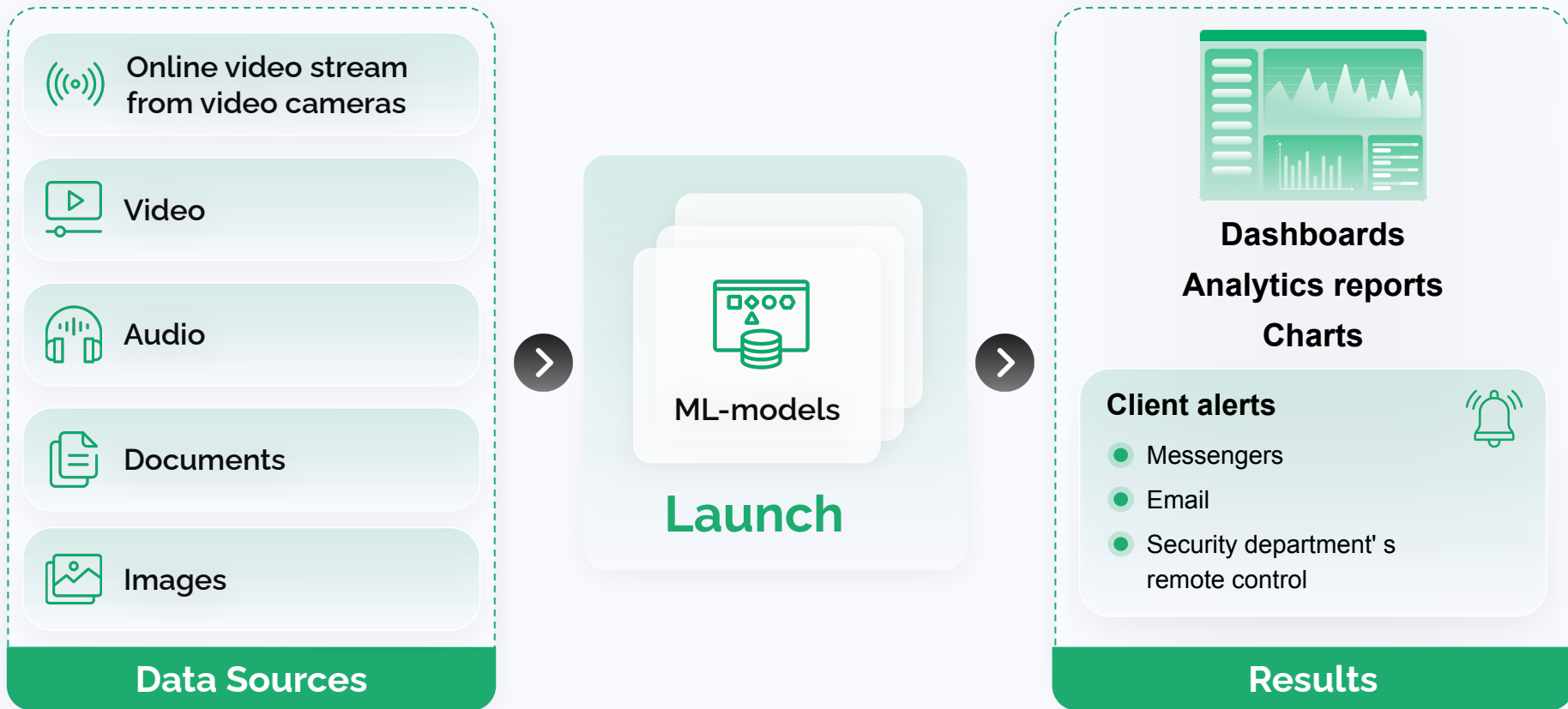


Unauthorized Access and Intrusion Detection



Process Compliance Monitoring

Usetech AI / Computer Vision Capabilities



USE TECH

Successful Usecases



PPE Compliance Recognition via Video Surveillance

MANUFACTURING

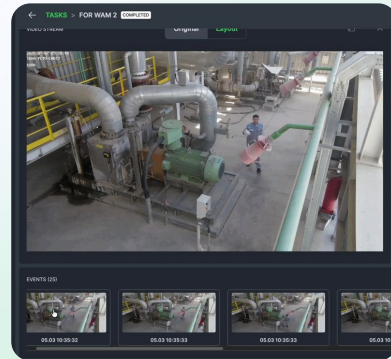


Challenge

A large industrial company experienced recurring HSE incidents due to inconsistent PPE compliance. Manual monitoring covered **less than 40%** of operational areas and relied heavily on human supervision.

Solution

Usetech implemented ML Launch with in-house AI models for real-time PPE recognition across all video streams. The platform provided automated detection, instant alerts, and centralized safety dashboards.



Result

Up to 60%

reduction in
PPE-related violations

30%

decrease in safety
incidents within 6 months

24/7

automated monitoring with
minimal human involvement

Detection of Ore Grain-size Distribution

MINING COMPANY

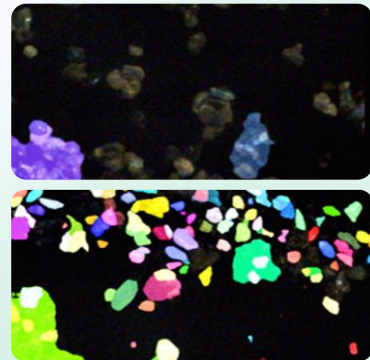


Challenge

The assessment of ore grain-size distribution was carried out manually through visual inspection, there was a high probability of human error. To solve the problem, the **computer vision system for ore recognition on a conveyor belt** has been developed.

Solution

Photostream analysis, ore segmentation, size calculation, and decomposition of sticky granules are performed.



Result

Up to 10%

decrease in energy
consumption

More than 98%

accuracy of oversized
stones recognition

Quality Control and Sorting System for baked products

FOOD INDUSTRY



Challenge

When baking products, it is necessary to **ensure consistency of the result and its compliance with consumer requirements**. Experts rely on their experience and visually determine the degree of lavash fabrication, which leads to an increased risk of defective products.

Solution

The system consists of a camera and software for real-time recognition and monitoring of baked lavash quality by color.



Result

100%

Human errors
minimization

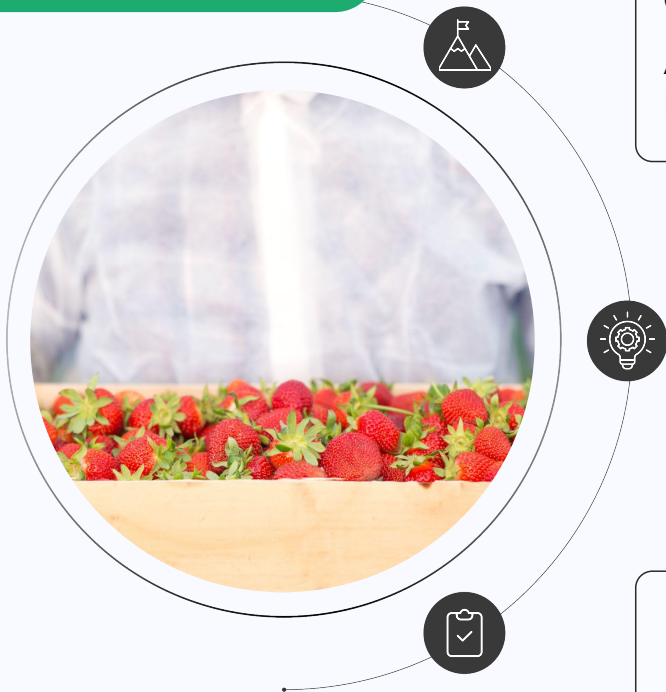
Reduction of finished
product defects

automation degree of fabrication
control

Improvement of the final
product quality

Quality Control and Sorting System for Fruits

FOOD INDUSTRY



Challenge

A batch of fresh fruit may contain spoiled, frozen or diseased items. Even few low-quality fruits can spoil the final product.

Solution

The system consists of a camera and software for real-time recognition of fruits on a conveyor belt and identification of their size and quality.



Result

100%

incoming products control
automation

More than 95%

accuracy for spoiled fruits

Automatic System for Photo Defect Detection and Restoration

THE NATIONAL ARCHIVE

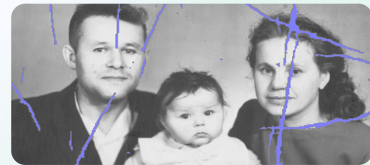


Challenge

Old photographs may gradually lose their original beauty and details over time. That's why it is very important to restore old photographs as soon as possible, in order to preserve their original elements. Old photographs restoration requires certain skills, experience and time.

Solution

The computer vision system evaluates quality of digital copies of photographic materials transferred to the archive or stored in it. The system automatically detects cracks, scratches, jams, stains, such defects as dust, writing marks. The system restores digital photographs, performing colorization, auto brightness, auto contrast, etc.



Result

Colorization, auto brightness,
auto contrast of photographs

Human errors
minimization

Decrease in time required
for photo archives correction

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**THANK YOU
FOR YOUR
ATTENTION!**

