# Dossier: PIXELS ON TARGET LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $155,300.04

**Award Date:** 2024-05-02

**Branch:** SOCOM

## AI-Generated Intelligence Summary

**Company Overview:**

Pixels on Target LLC, based in Washington D.C., specializes in developing and deploying advanced computer vision and artificial intelligence solutions for enhanced situational awareness and decision-making in the defense, intelligence, and homeland security sectors. Their core mission is to transform complex sensor data, especially from aerial and satellite imagery, into actionable intelligence for operators in the field and analysts at headquarters. They aim to solve the problems of data overload and the limitations of human analysts in rapidly processing and interpreting vast amounts of visual information. Their unique value proposition lies in their ability to provide real-time, automated object detection, tracking, and identification using proprietary algorithms that are optimized for challenging operational environments and resource-constrained platforms. They focus on providing solutions that are both highly accurate and scalable, enabling more efficient and effective intelligence gathering and analysis.

**Technology Focus:**

* Development and deployment of AI-powered object detection and tracking algorithms capable of identifying and monitoring objects of interest in real-time across diverse sensor modalities, including electro-optical, infrared, and synthetic aperture radar (SAR) imagery.
* Creation of advanced image processing pipelines that automate data pre-processing, feature extraction, and object classification, dramatically reducing the time required for analysts to extract meaningful insights from raw sensor data.

**Recent Developments & Traction:**

* In September 2022, Pixels on Target announced a Phase II Small Business Innovation Research (SBIR) award from the U.S. Air Force to develop advanced AI-powered tools for automated target recognition in contested environments.
* Ongoing partnerships with leading defense contractors to integrate their AI solutions into existing intelligence, surveillance, and reconnaissance (ISR) platforms.
* Development and refinement of a cloud-based platform that facilitates rapid deployment and scalability of their AI algorithms to meet the demands of large-scale data processing and analysis.

**Leadership & Team:**

Information is limited regarding specific names and backgrounds. General information suggests a team comprised of experts in computer vision, machine learning, and geospatial intelligence, likely including former military or intelligence community professionals. It is also plausible they have experience from major defense contractors and software companies.

**Competitive Landscape:**

One primary competitor is Orbital Insight, a geospatial analytics company that provides similar AI-powered solutions for object detection and change detection using satellite imagery. Pixels on Target differentiates itself by focusing on real-time edge processing and optimization for resource-constrained platforms, which allows for deployment in more demanding operational environments.

**Sources:**

1. [https://www.pixelsontarget.com/](https://www.pixelsontarget.com/) (Company website - Provides overview of capabilities)

2. [https://www.sbir.gov/sbirsearch/detail/2214852](https://www.sbir.gov/sbirsearch/detail/2214852) (SBIR.gov - Details of Phase II SBIR award from the U.S. Air Force)