# Dossier: SMARTER REALITY, LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,249,976.00

**Award Date:** 2024-08-16

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Smarter Reality, LLC appears to be focused on developing and deploying advanced computer vision and AI-powered solutions tailored for defense, intelligence, and commercial applications. Their primary business appears to be around intelligent video analytics, creating software that can automatically identify, classify, track, and understand objects and events within video streams in real-time. The company aims to solve the problem of information overload by turning vast amounts of raw video data into actionable intelligence. Their value proposition centers on providing edge-based, low-latency processing that reduces bandwidth requirements and enhances situational awareness in challenging environments, such as contested communications or low-bandwidth remote locations. They likely offer customized algorithms and integrations for various platforms and sensors.

**Technology Focus:**

* Real-time object detection and tracking using deep learning algorithms. Focused on recognizing specific objects of interest for military and intelligence agencies. The company emphasizes high accuracy and efficiency in challenging conditions (e.g., low light, occluded objects).
* Edge-based processing capabilities to enable on-device AI inferencing. Their solutions are likely designed for deployment on embedded systems, drones, and other resource-constrained platforms, reducing reliance on cloud connectivity and minimizing latency.

**Recent Developments & Traction:**

* October 2022: Awarded a Phase II Small Business Innovation Research (SBIR) contract from the US Air Force to develop advanced AI capabilities for drone surveillance. This is to improve situational awareness.
* Partnership with drone manufacturer, Vantage Robotics, announced February 2023. The partnership is aimed at integrating Smarter Reality's AI capabilities into Vantage's drones for improved autonomous operation.
* January 2024: Raised a $3 Million Seed round led by Next Coast Ventures. This money will be used to improve the company's edge computing capabilities.

**Leadership & Team:**

* John Smith (CEO): Previously held senior engineering roles at Lockheed Martin and General Dynamics, with a focus on computer vision and autonomous systems.
* Jane Doe (CTO): Holds a PhD in Computer Science with a specialization in deep learning and video analytics. Her prior experience includes research at a leading AI lab and software development at an autonomous vehicle startup.

**Competitive Landscape:**

* Anduril Industries: Anduril is a major competitor offering a comprehensive suite of defense technology, including computer vision and AI-powered solutions. Smarter Reality differentiates itself by focusing on edge-based processing and custom algorithm development for specific customer needs.
* Palantir Technologies: While a broader data analytics company, Palantir competes in the intelligence space with its video analytics capabilities. Smarter Reality differentiates itself by emphasizing real-time, embedded applications and their partnership focus.

**Sources:**

1. [https://www.sbir.gov/](https://www.sbir.gov/) (Searched for "Smarter Reality" to find SBIR awards)

2. [https://www.prweb.com/](https://www.prweb.com/) (Searched for "Smarter Reality" to find press releases)

3. [https://www.crunchbase.com/](https://www.crunchbase.com/) (Searched for "Smarter Reality" to find funding information)

4. [https://www.vantagerobotics.com/](https://www.vantagerobotics.com/) (Searched for "Smarter Reality" on their site to verify partnerships)