

Executive summary

What we do

At Neurolabs, we're transforming how CPG brands capture and act on field insights, making Image Recognition a core part of retail execution. ZIA, our enterprise-grade IR platform, delivers real-time visibility across critical retail touchpoints – backrooms, shelves, coolers, promotional areas and backbars – empowering brands to drive smarter, data-driven decisions at scale.

ZIA is built as an enterprise infrastructure layer, offering full control, flexibility, and seamless integration into existing ecosystems. Designed to scale across regions, catalogues and use cases, it enables brands to move beyond fragmented solutions into a connected, insight-driven execution model.

Why we do it

Most CPGs operate with fragmented execution, siloed insights, and slow, manual processes, limiting their ability to act in real time.

We bridge this gap by providing real-time, standardised execution insights, enabling cross-market benchmarking and seamless team connectivity. This creates a single, unified view of execution, eliminating inefficiencies and ensuring brands can act with speed, precision, and impact.

How we do it

We provide a scalable, API-native enterprise IR platform that integrates seamlessly into any ecosystem, giving brands full ownership and flexibility over their Image Recognition deployment.

With fast onboarding, real-time results, and adaptive catalogue management, we ensure:

- Speed of execution – Deploy in weeks, not months.
- Always up-to-date catalogues – Automated catalog management at scale.
- Full ownership & transparency – Your data, your way.

By offering technology that connects field insights to execution, we enable brands to build a future-proof, scalable Image Recognition strategy that enhances their ability to act, optimise, and grow in the field.