"It sounds like what they have done is figured out a way to take advantage of the memory of the CPU in a way that people haven't before", Neural Magic says.

Why could they achieve this?

In their own terms, they think that this approach is counterintuitive. The idea of deep learning needs GPU is so entrenched that other approaches may end up being overlooked.

For now, Neural Magic is working on **Computer Vision tasks**. They have quite a story and their new approach will change a lot of things in the upcoming years in the AI industry.