

**Nike, Inc. acquires Invertex for undisclosed terms**  
**Monday, April 09, 2018 08:31:18 PM (GMT)**

- NKE has acquired Invertex Ltd., a computer vision firm based in Tel Aviv, Israel.
- "The acquisition of Invertex will deepen our bench of digital talent and further our capabilities in computer vision and artificial intelligence as we create the most compelling Nike Consumer Experience at every touchpoint," commented Nike Chief Digital Officer, Adam Sussman.

**Reference Links:**

- [NIKE, Inc. Acquires Computer Vision Leader Invertex](#)

**Industries:** Footwear

**Primary Identifiers:** NKE-US

**Related Identifiers:** NKE-US

**Subjects:** Mergers and Acquisitions, M&A Other Announcements