

# Microsoft AI on the Edge: Look, Listen, Innovate! Contest

Earlier this month, US OCP presented a Tech Talk focused on the Santa Cruz AI Dev Kit. Hopefully, this technical session started you thinking about what's possible when your solution can see and hear what's going on in the real world. (If you haven't had a chance to watch it, you can go to <https://aka.ms/SantaCruzTechTalk> to catch up.)

As a follow-on, we've launched a new contest for our US Partners called "AI on the Edge: Look, Listen, Innovate!" to help make 10 of the most promising US Partner ideas a reality. Please submit your solution idea or concept for the opportunity to participate with your team (up to 4 colleagues) in the virtual "AI: Look, Listen, Innovate! Solution Hack" on February 23-25 to accelerate the development of your AI solution with the help of Microsoft subject matter experts.

## February 2021

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27	28	1	2	3	4	5
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- Contest Deadline: Feb 8
- Winners Announced: Feb 15
- IoT Solution Hack: Feb 23-25

[Enter Now!](#)

## CONTEST ENTRY

**US Partners** submit your best solution idea or concept that incorporates the use of the Santa Cruz AI Dev Kit, Azure Artificial Intelligence (AI, such as Vision or Speech capabilities, or Machine Learning), and Azure Internet of Things (IoT). The solution should be in an unfinished state, from an idea to a work in progress. To be considered, please submit your solution idea before the contest deadline on February 8th. Enter now: <https://aka.ms/AIHackContest>

## JUDGING

- Originality (30%) - *Is this a unique idea or new approach to solve a problem?*
- Technical Innovation (35%) - *How does the solution involve a creative use of the Santa Cruz dev kit and/or Azure AI and/or IoT Services?*
- Solution Potential (35%) - *What makes this solution valuable, useful, and/or helpful to potential customers? (How big is the problem to solve? Will there be market demand?)*

## WINNERS

10 US Partners will be selected to participate with teams of up to 4 in the virtual "AI: Look, Listen, Innovate! Solution Hack" on February 23-25 to accelerate the development of their AI solution with the help of Microsoft subject matter experts from the US OCP Tech Team and product teams!



## WHAT IS THE SANTA CRUZ AI DEV KIT?

- Hardware kit that includes:
  - ✓ A camera device to "watch" (video/photos)
  - ✓ A microphone array to "listen" (voices/machines)
  - ✓ A powerful edge device that can be loaded with containerized AI/ML models for processing Cognitive Services or Machine Learning on the edge to respond and act
- Sample solutions can be leveraged to fast track your project, or use your own custom model
- Learn more on GitHub: <https://github.com/microsoft/Project-Santa-Cruz-Preview>



Watch our recent **US Partner Tech Talk** to learn about the Santa Cruz AI Dev Kit and get inspired: <https://aka.ms/SantaCruzTechTalk>

## ABOUT THE AI: Look, Listen, Innovate! SOLUTION HACK

- Virtual event managed through Microsoft Teams
- Private channel for each partner team of up to four (4) employees
- Event will run February 23-25 with daily hours of 9 AM – 4 PM (PST)
- The goal of this hack is to accelerate the partner's solution development with assistance in areas like the Santa Cruz AI Dev Kit, Azure AI, Machine Learning, Azure IoT, and the AppSource Marketplace
- Microsoft Subject Matter Experts will help answer questions, review solution designs, and provide guidance, sample code, and resources, but will not be directly involved in coding the partner solutions
- Depending on the initial stage of the solution, partner teams may use this hack to jumpstart their new solution, develop a prototype, or complete their application for AppSource (Azure Marketplace)

Contest rules: <https://aka.ms/AIHackContestRules>

Questions? Please email: [SantaCruzContest@microsoft.com](mailto:SantaCruzContest@microsoft.com)