



Defining Today's  
Technology Standards;  
Empowering Tomorrow's  
Solutions.

# AIM Summit Germany

17 October 2023

**Maurice van Rijn**  
**BlueStar EMEA**





**BlueStar EMEA**  
Your Solutions Distributor.

**Labor Challenge**  
**Automation**  
**AI**  
**5G**  
**RFID**  
**Payment**

***Forces further digitalization***  
***As a solution for labor challenge***  
***As a threat to Barcode***  
***New communication***  
***New Applications***  
***Solution in transition***

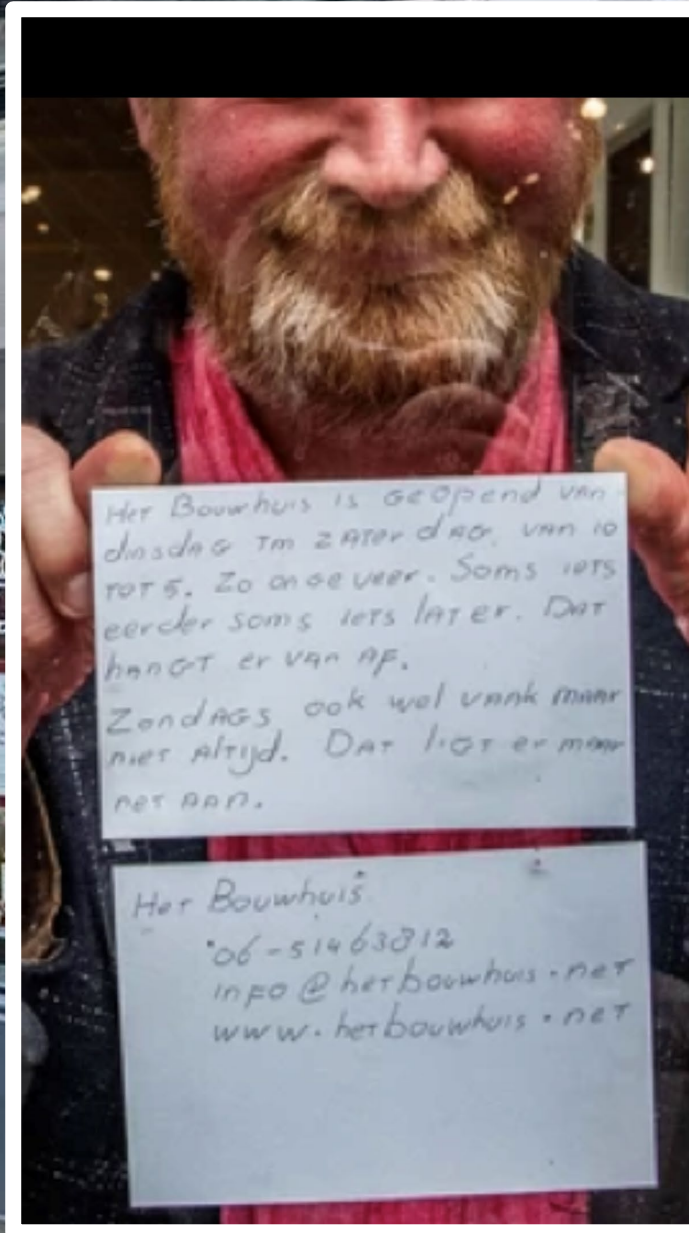
*Grand Café d'n Ingel*

# Personeel gezocht

Bediening

Fulltime of parttime

Meer informatie? Vraag het je toekomstige collega!



Het Bouwhuis is geopend van  
dinsdag tm zaterdag, van 10  
tot 5. Zo ongeveer. Soms iets  
eerder soms iets later. Dat  
hangt er van af.  
Zondags ook wel vaak maar  
niet altijd. Dat ligt er maar  
net aan.

Het Bouwhuis.  
06-51463812  
info@hetbouwhuis.net  
www.hetbouwhuis.net





**SCAN ME**

[The TEConnect Podcast #121: The Labor Crisis with Honeywell's Kelley Wood - YouTube](#)



BlueStar Warehouse  
Netherlands  
Eindhoven

15.000m<sup>2</sup>  
Philips Signify Light System  
Solar Roof Panels  
Free EV Charging

















ROBOTICS

# How Amazon Robotics is working on new ways to eliminate the need for barcodes

Why multimodal identification is a crucial step in automating item identification at Amazon scale.

By Staff writer  
December 09, 2022

[Share](#)

The barcode has been in use for nearly 50 years. It's ubiquitous and all but infallible.

For Amazon, that's not quite good enough.

When an item comes into an Amazon fulfillment center, employees use barcodes to verify its identity at several different points along its journey to a delivery vehicle. Each time, the item has to be picked up and the barcode located and scanned. Sometimes, the barcode is damaged or even missing.

**CBINSIGHTS**  
**AI 100**  
2023

### AI development tools

<b>AI chips &amp; processors</b> Sallence Labs, XANADU	<b>Synthetic data</b> hazy, MOSTLY-AI	<b>NLP annotation</b> Argilla	<b>Computer vision visualization</b> rerun.io	<b>Federated learning platforms</b> APHERIS, DynamoFL	<b>Version control &amp; experiment tracking</b> Weights & Biases
<b>Vector database tech</b> LangChain, Weaviate, zilliz	<b>ML development &amp; deployment</b> Lightning, mindsdb, mosaic, replicate	<b>Model validation &amp; monitoring</b> arize, LatticeFlow, WHYLABS	<b>AI auditing &amp; governance</b> credo ai, Holistic AI	<b>Foundational models &amp; APIs</b> AI21 Labs, cohere, contextual.ai, Hugging Face, OpenAI	

### Cross-industry applications

<b>Synthetic voice</b> ElevenLabs	<b>Image &amp; text generation</b> Jasper, Midjourney	<b>Privacy &amp; security</b> HIDDENLAYER, Opaque, Protect AI, RELYANCE AI	<b>Code generation</b> diffblue, replit, warp	<b>Sales &amp; customer support</b> AssemblyAI, PolyAI	<b>AI assistants &amp; HMIs</b> A DEPT, ANTHROPIC, Inflection, Wispr
<b>Emotion analytics</b> hume	<b>Productivity tools</b> mem	<b>Warehouse &amp; logistics</b> Zebra Robotics, covariant	<b>Content moderation</b> Logically, unitary	<b>Smell tech</b> OSMO	<b>Translation</b> DeepL
<b>General-purpose humanoids</b> Figure, Sanctuary AI	<b>Image processing</b> Metaspectral, VISIONARY.AI	<b>Digital twins</b> blackshark.ai	<b>Design tools</b> Galileo AI, Poly	<b>Climate tech</b> muir.ai	<b>Quantum AI software</b> MULTIVERSE, SANDBOX.AI
<b>Search</b> Perplexity, Twelve Labs, vectara, YOU					

### Industry-specific

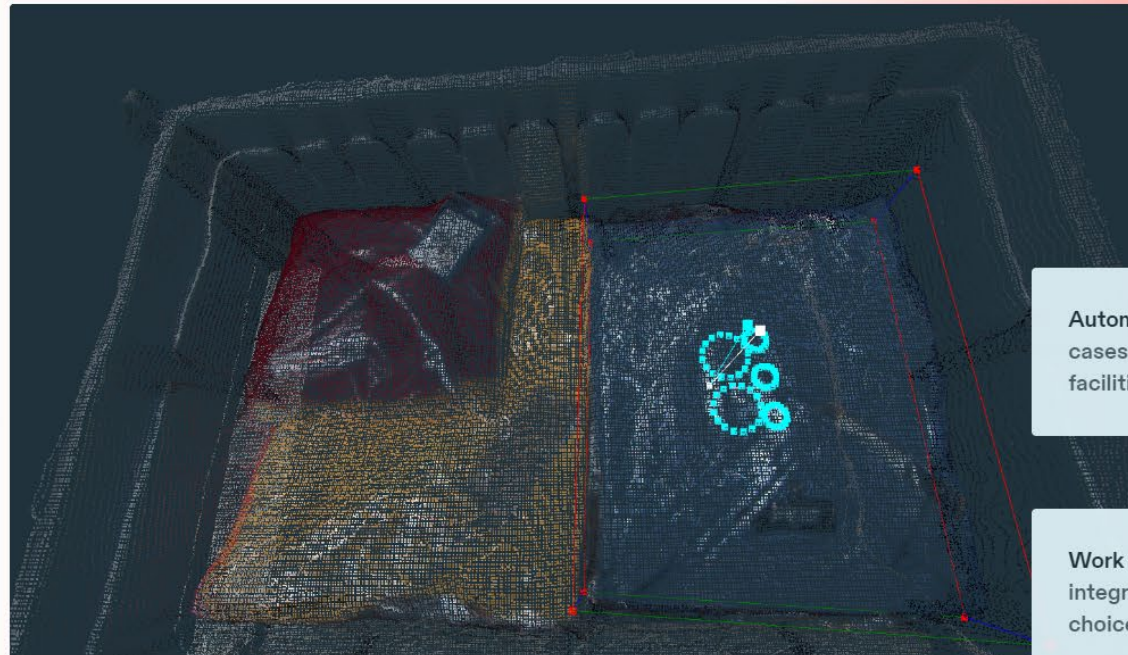
<b>Materials &amp; manufacturing</b> Cradle, MakinaRocks	<b>Gaming</b> convai, MODULATE	<b>Fashion &amp; retail</b> refiberd, see1	<b>Energy</b> phaidra, WeaveGrid	<b>Healthcare</b> AQEMIA, Atomic AI, ATROPOSHEALTH, Generate:Biomedics, navina, SUBTLE MEDICAL, turbine, XtaiPi
<b>Defense</b> VANNEVAR Labs	<b>Finance</b> arteria, Boosted.ai	<b>Agriculture</b> BEEWISE, VERDANT ROBOTICS	<b>Physical infrastructure</b> exadigo	
<b>Education</b> Ello	<b>Media &amp; entertainment</b> character.ai, descript, M, runway, wonder	<b>Legal</b> Harvey	<b>Auto &amp; mobility</b> helm.ai, PHANTOM AI	<b>Construction</b> Augmenta

Note: Companies are private as of 6/20/23.

- Covariant Brain

# One AI Robotics platform for all your automation needs

Trained on millions of picks from Covariant robots in warehouses around the world, the Covariant Brain enables robots to autonomously pick virtually any SKU or item on Day One.



**Automate** multiple use cases across multiple facilities

**Work flexibly** with any integration provider of choice





5G

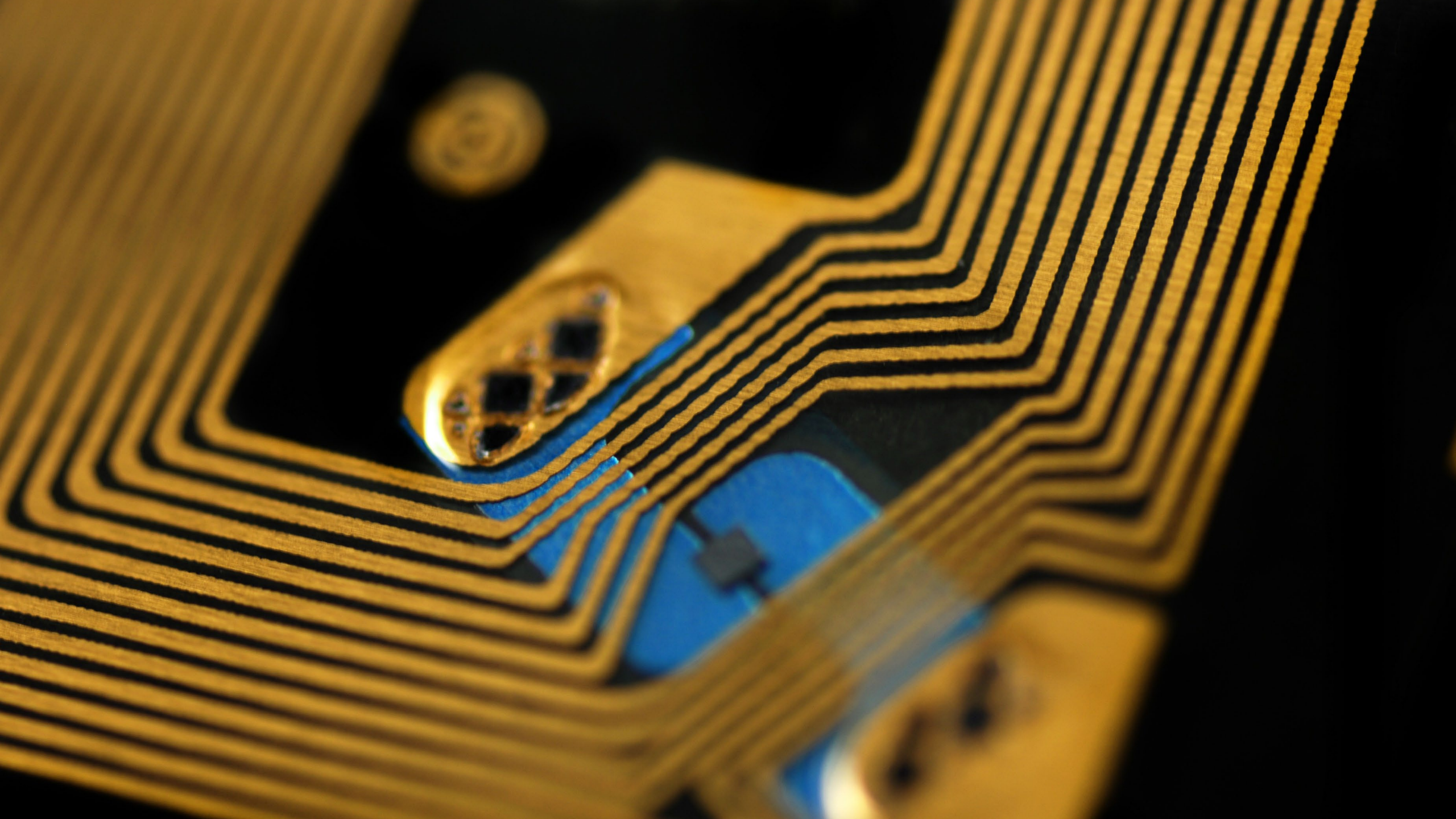
GIGAFACTORY BERLIN - MODEL Y FACTORY RENDERING





**SCAN ME**

[Ask Blue Podcast | Are we ready for IoT? with Intel w/ Stevan Dragas & John O'Donnell - #04 - YouTube](#)





561.84  
762.77 68%  
8.38 OK



229.56



152.68

817.92



555.74

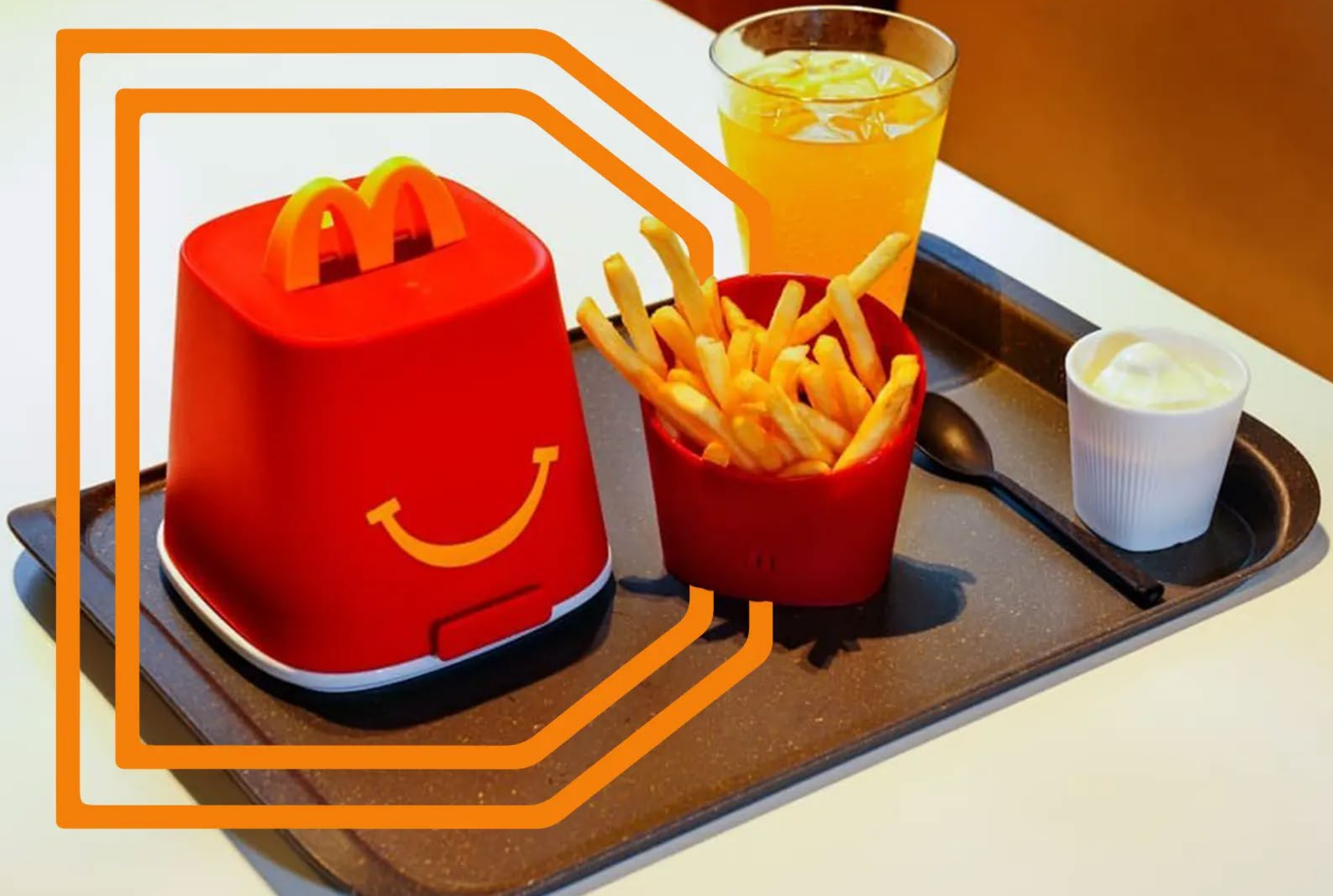
238.38



292.76



0008172





# payment





## **Labor Challenges:**

**Automation  
Machine Vision  
AI**



**Decline of traditional devices**

**Lot to learn for traditional reseller  
New Resellers**

## **Connectivity**

**5G – Private 5G conversion**



**Automated Centers  
Hospitals  
Universities**

**Lot to learn for traditional reseller  
New resellers**

**Lot to learn for traditional reseller**  
**Entry of new resellers**  
**Education and support from BlueStar**

# Questions & Comments





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# THANK YOU!

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