

PRESS INFORMATION

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**INSTADEEP BECOMES PREFERRED DEEP LEARNING  
PARTNER FOR NVIDIA**



LONDON, 25 OCT 2019 -- InstaDeep today announced that it has joined the NVIDIA Partner Network (NPN) as a Service Delivery Partner (SDP). As a preferred partner in deep learning, InstaDeep will play an important role in NVIDIA's go-to-market strategy and the companies will work hand-in-hand to ensure success and growth in the exciting AI enterprise market.

**Mutually beneficial relationship**

The SDP program offers rich benefits to its partners, including usage of NVIDIA-based solutions, platforms and technologies. In return, as a key player in NVIDIA's ecosystem, InstaDeep supports NVIDIA's corporate clients with advanced machine learning capabilities such as deep learning and reinforcement learning. The ability to deploy these advanced techniques commercially is a unique differentiator for the London-based start-up as few other companies the world over have yet succeeded in doing so.

**Drive global AI adoption**

The collaboration ties in with InstaDeep's long term goal of global AI adoption. "Our focus at InstaDeep is to innovate and deliver decision-making AI for the enterprise. We're on a mission to create an AI-first world that benefits everyone, and with NVIDIA's GPU-accelerated compute and expertise, we can drive the global deployment of machine intelligence together," says Karim Beguir, CEO of InstaDeep.

"With the power of InstaDeep's advanced machine learning products and NVIDIA's GPU computing platform, we can generate immense value for our customers. Together, we can

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solve complex challenges across industries and organisations and ultimately enable enterprises to successfully accelerate and scale their AI products and solutions,” says Alfred Manhart, VP Partners & Pathway EMEA at NVIDIA.

This new partner status extends the companies’ initial relationship when, in 2017, InstaDeep joined NVIDIA’s Inception program, a virtual accelerator for start-ups revolutionizing industries with advancements in AI and data sciences.

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For more information contact [communications@instadeep.com](mailto:communications@instadeep.com) or call +44(0)74 4917 8814.

#### ABOUT INSTADEEP

Founded in Tunis in 2014 by Karim Beguir and Zohra Slim, InstaDeep is today an industry renowned AI company delivering bespoke product and solutions to our enterprise clients. Headquartered out of London, the company also has offices in Paris, Tunis, Nairobi and Lagos.

Powered by high-performance computing and outstanding research and development breakthroughs, InstaDeep utilises Deep Reinforcement Learning to create AI products that can optimise decision-making processes in real-life industrial environments. Our skilled in-house team of AI researchers, Machine Learning engineers, Hardware and Visualisation experts, harness the expertise to build end-to-end products that can tackle the most challenging optimisation and automation challenges, and provide real value and ROI to businesses.

InstaDeep works closely with its strategic partners including NVIDIA (Service Delivery Partner), Google, Intel, Deep Learning Indaba, Plug And Play, Facebook Developer Circles and others, to support the rise of AI across the globe.

InstaDeep was named one of the 20 global tech start-up companies to watch at the MWC 2017 by PCMag<sup>1</sup>, and shortlisted for The Sunday Times Tech Track "ones to watch" in 2019. Out of a [130 certified Google Developer Experts](#) in Machine Learning worldwide (September 2019), four employees at InstaDeep hold the title including Karim. Our competencies were recently recognised by the prestigious AI conference NeurIPS 2019 as their newest research, in collaboration with Scoot Reid and Nando de Freitas from Google DeepMind, ranked amongst the global top 2.4% of papers and was awarded a spotlight presentation at the upcoming event in Vancouver, Canada, this December.

[www.instadeep.com](http://www.instadeep.com)

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<sup>1</sup> <https://www.pcmag.com/feature/352129/mwc-2017-20-intriguing-global-startups-to-watch>