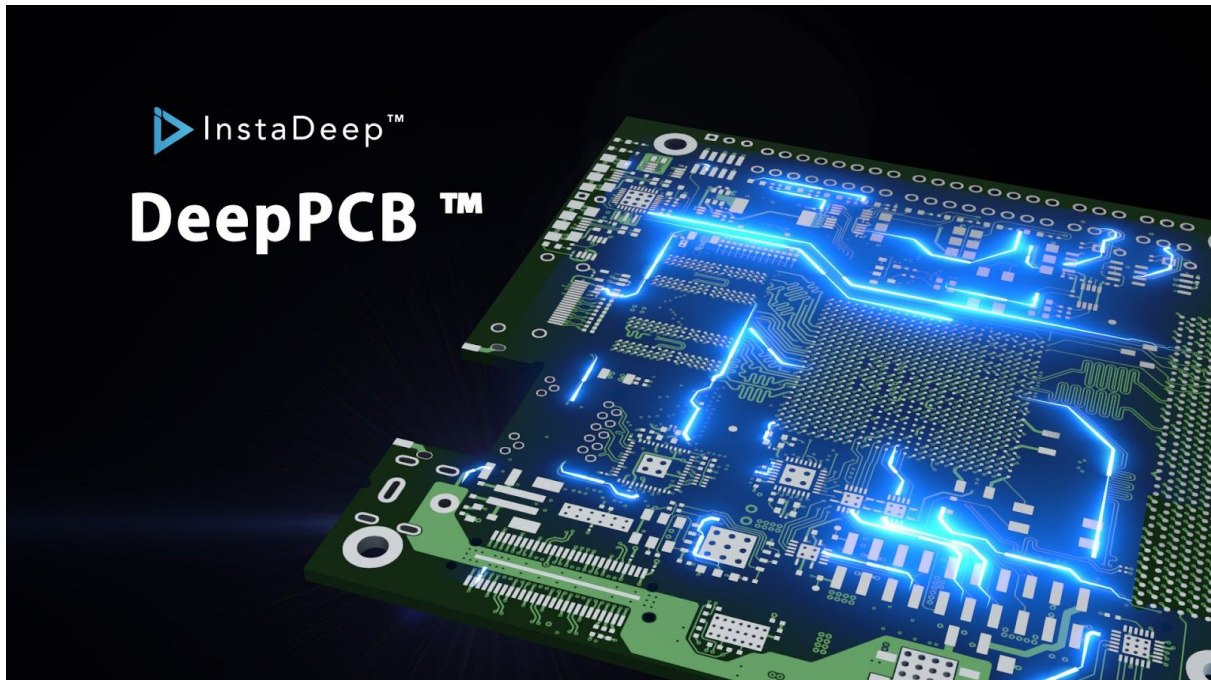


PRESS INFORMATION

28 November 2019/For immediate release

INSTADEEP LAUNCHES FIRST PURE AI-POWERED PRINTED CIRCUIT BOARD (PCB) ROUTER



The Reinforcement Learning-powered platform is accelerating AI innovation in hardware and is set to revolutionise Electronic Design Automation.

LONDON, 28 NOVEMBER, 2019 – AI product company InstaDeep, announced this week the launch of its new decision-making routing platform, [DeepPCB™](#). The fully scalable Printed Circuits Board (PCB) router is an entirely automated, no-human-in-the-loop cloud-native product. It allows the user to upload their own board and get results in less than 24 hours, accelerating customer development cycles by weeks, if not months.

Groundbreaking technology

DeepPCB™ uses innovative AI technology developed in-house to deliver fast results at a free or limited cost. Thanks to InstaDeep's strong partnerships with NVIDIA and Intel, the TensorFlow-powered platform makes efficient use of both GPU and CPU hardware and is

optimised for Google Cloud. Once the board is solved it can be uploaded onto KiCAD's open platform as the product uses the same standard Spectra Session file format.

"DeepPCB's design is innovative. It avoids arbitrary heuristics built by human experts and favours learning at scale on our dedicated Machine Learning Cloud infrastructure. Therefore, it can add tremendous value for industrial players and shorten their time to market", says Karim Beguir, Co-founder and CEO of InstaDeep.

Global expansion

With more than 35 years of cumulative in-house experience in hardware and electronics, InstaDeep has both industry domain expertise and advanced AI capabilities. Seeing the PCB design software market is expected to reach an estimated \$4.8 billion by 2026¹, it is an attractive space with great potential and makes for a strategic investment for InstaDeep. "Our product offers something completely new. We have worked on DeepPCB for more than a year and it is very exciting for us to bring this disruptive product to market", says Beguir.

DeepPCB™ provides Design Rules Checking (DRC) clean files and supports multi-wire nets and planes. It launched this week in a beta version.

Best year to date

The announcement comes on the back of InstaDeep's best year to date, a year that saw the company's latest joint Google DeepMind-InstaDeep research be accepted for a [spotlight presentation](#) at NeurIPS 2019 with a top global ranking of 2.4%. Additionally, in 2019 InstaDeep became a [preferred Deep Learning partner](#) for NVIDIA, and won a large tender project with [Deutsche Bahn](#) to optimise the German railway network using Reinforcement Learning, amongst other large ongoing projects.

- END -

For more information contact communications@instadeep.com or call +44(0)20 3890 7528.

ABOUT INSTADEEP

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

¹<https://www.globenewswire.com/news-release/2018/06/21/1527865/0/en/PCB-Design-Software-Market-to-Witness-Steady-Growth-at-12-9-CAGR-During-2016-2026-Future-Market-Insights.html>

INTERNATIONAL PRESS RELEASE

Powered by high-performance computing and outstanding research and development breakthroughs, InstaDeep utilises Deep Reinforcement Learning to create AI systems 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 your business. InstaDeep offers a host of AI solutions, ranging from optimised pattern-recognition, GPU-accelerated insights, to self-learning decision making systems.

InstaDeep works closely with its strategic partners including Intel, Nvidia (qualified Service Delivery Partner), Plug And Play, Deep Learning Indaba, Google Launchpad Accelerator, Facebook Dev 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 in 2017 by PCMag², and shortlisted for The Sunday Times Tech Track "ones to watch" in 2019. Karim is one of less than 100 Google Developer Experts in Machine Learning worldwide (June 2019).

www.instadeep.com

² <https://www.pcmag.com/feature/352129/mwc-2017-20-intriguing-global-startups-to-watch>