

# "The customer benefits because it works" - OCR with the Vision AI Hub

## AI-based image analyses: brief interview with DENKweit Managing Director Dr Dominik Lausch

A system for AI-supported image evaluation that is easy to use: DENKnet is worth a look for anyone interested in customisable and particularly powerful image processing applications with artificial intelligence. What does that mean for you? Dr Dominik Lausch, Managing Director of DENKweit, provides insights.

### What makes DENKnet so special?

"In line with our motto "Just Press Play", anyone can use DENKnet to create a very high-performance and, above all, stable vision AI solution from 15 images with just a few clicks. No knowledge or hardware is required. This is made possible by our high level of technical expertise and our extensive experience.. Our proprietary technologies and our speed in converting the latest publications into partial solutions set us significantly apart from our competitors. Taking a look at us is definitely worthwhile."



### Which applications and markets is DENKnet suitable for?

"There are no markets that I would rule out. On our DENK Vision AI Hub, you will find all the latest technologies in the field of vision AI. As our solution can be adapted to any use case and there are no limits - no matter how many "classes", which camera technology, how large or small the images or even how mixed the data sets are in terms of resolution and type - which means it is possible to create solutions from any market. This is also evident from the diversity of our customers. We count drone service providers, companies that inventory roads, various device manufacturers and industrial customers from all market segments, from analysing laundry to metal parts, among our clients."

### How do customers benefit from OCR in particular?

"To put it simply - the customer benefits because it works. Our OCR solution is a tangible example of our high-quality technology. It is quite easy to see that we really stand out from other solutions. The tool is also easy to understand - it reads text - and is a ready-made solution. If it doesn't work perfectly, e.g. for a special font, you can customise the OCR in the DENK Vision AI Hub with just a few images. All you need to do here is press "Play". In the background, technologies are used that are summarised under the term "transfer learning". However, this has rarely been the case so far. In most cases, the solution works directly."

The Vision Channel on 19 March will give you the opportunity to experience for yourself how the DENK Vision AI Hub supports OCR. Afterwards, the session will be available for viewing in the media library.

→ [To the Vision Channel](#)

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