



**FIZYR**



# Fizyr Press Kit

September 2020

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# 1 About Fizyr

Fizyr designs, builds, installs, and maintains the world's best vision software product for automated picking and placing in harsh logistics environments. Our deep learning algorithms are used to enable automated handling of unknown objects varying in shape, size, colour, material, and stacking, being picked from (conveyed) bulk. Fizyr's product is applied in production all over the world by leading system integrators and end-users, in online retail, warehousing and parcel services.

We started in 2014 as 'Delft Robotics', a TU Delft spin-off founded by Professor Martijn Wisse, as a system integrator building robotic picking cells. In 2016, we participated in and won both competitions of the Amazon Picking challenge, mainly due to our track record in applying deep learning. This led to the company pivoting towards a deep learning computer vision software-only product and rebranding to Fizyr in 2017.

Our Plug-and-Play modular product allows for a smooth integration with any system. We give integrators the freedom to choose the best hardware for their picking cell and we help them configure it, while facilitating cost, robustness, and speed optimization. Our algorithms provide over 100 grasp poses each second, including classification to handle objects differently, but also perform quality controls and detect defects to prevent damaged items from being placed on a sorter.

Leading integrators across the globe acknowledged our product's high quality and used it in production. This is what makes us truly unique; we were trusted as a strategic partner and grew successfully bootstrapped since the beginning. Up to this day, we remain dedicated to creating true value for our partners, so that they can create cutting-edge logistics solutions for their clients.

## **Important Links:**

Visit our [website](#) to learn more about our product and solutions.

Follow Fizyr on [LinkedIn](#) to stay informed of the latest updates.

Other Fizyr social media: [Twitter](#) | [YouTube](#)

Check our [Open Source on GitHub](#).

**Explore a library of images and videos Fizyr is allowed to share [here](#).**

## 2 Media contact

For all press related inquiries please send an e-mail to: [a.gkogkou@fizyr.com](mailto:a.gkogkou@fizyr.com)

## 3 Press Releases / Interviews

- **Inside RoboHouse | Herbert ten Have from Fizyr**  
RoboValley YouTube Channel, July 2020
- **Vision software scale-up acquires new clients**  
RoboValley, March 2020
- **#1 in deep learning for automated picking of unknown items - Fizyr attracts funding for international growth** ([Press Release PDF](#))  
Value Creation Capital, January 2020
- **Delft-based scaleup Fizyr that develops AI software for automated order picking secures funding**  
Silicon Canals, January 2020
- **Vanderlande partners with Fizyr for AI robotics software**  
Supply Management Review, February 2019
- **Vanderlande to cooperate with Fizyr on AI robotics software**  
Vanderlande, February 2019
- **Vanderlande en Fizyr samen in AI-robotsoftware [Dutch]**  
Logistiek.nl, February 2019
- **Fizyr: 'Last year a real revolution in robotics'**  
Emerce.nl, June 2018
- **Deep learning-software orderpickrobot Fizyr is klaar voor integratie [Dutch]**  
Warehouse Totaal, June 2018
- **Fizyr joins Equinox on POST-EXPO 2018**  
Equinoxmhe.com, 2018

## 4 Logo

There are three versions of the Fizyr Logo. The primary one is the horizontal, meaning it is the preferred logo in most cases, unless lack of space asks for the vertical one. There is also a version for dark backgrounds.

When using the logo, there needs to be clear space around it and well delineated placement in relation to other content, so that it is instantly recognizable at all sizes and contexts.

Below are the three Fizyr logo versions:

1. **Horizontal** ([Download here](#))



2. **Vertical** ([Download here](#))



3. **Dark background** ([Download here](#))

