

BrainChip Adds Luis Coello as Director of Sales for EMEA

Highlights:

- BrainChip expands its sales organization with another industry veteran with 20 years of experience in surveillance and video analytics in Europe
- Addition will strengthen BrainChip's market position with law enforcement and intelligence agencies across Europe

SAN FRANCISCO, Jan. 31, 2018 (GLOBE NEWSWIRE) -- BrainChip Holdings Ltd. ("BrainChip" or the "Company") (ASX:BRN), a leading developer of software and hardware accelerated solutions for advanced artificial intelligence (AI) and machine learning applications, today announced it has retained Mr. Luis Coello to serve as Director of Sales and Business Development for the Europe, Middle East, and Africa (EMEA) region, reporting to Robert Beachler, BrainChip's Senior Vice President of Marketing and Business Development.

Mr. Coello has vast experience in introducing leading-edge video solutions across Europe and the Middle East, with major successes in selling video surveillance systems, traditional and AI-based video analytics, and communications infrastructure to government and commercial agencies.

Mr. Beachler commented, "With the production releases of BrainChip Studio and BrainChip Accelerator, we are now able to build out our sales infrastructure. Luis' pan-European experience in selling leading-edge solutions to major government agencies is perfectly aligned with our targeted marketplace. We are fortunate to add his talent and experience to the team."

Mr. Coello added, "I am very excited to join BrainChip. The AI-driven technology of BrainChip Studio and Accelerator is unique in the marketplace and represents a fundamental change in video analytics. I look forward to introducing this technology across the EMEA region."

Mr Coello has a long career in pioneering surveillance solutions across Europe and the Middle East. Most recently Mr. Coello spent the past four years as the EMEA sales director for Teleste Corporation, a provider of large-scale video and communication infrastructure. Prior to Teleste, he sold advanced video analytic offerings across EMEA during his tenures with ObjectVideo, a leading embedded analytics company, and BRS Labs, a firm that pioneered AI-based behavioural analysis. He had also introduced Axxonsoft video management systems to Europe, growing the business from zero to multi-million dollars and winning key contracts in Italy, Spain, Poland, and the Middle East. Prior to Axxonsoft, Mr. Coello introduced the mobile surveillance solutions of RP Sicherheitsysteme into public transportation departments in France, Portugal, Greece, and Spain. He holds a Bachelor's in International Marketing Management from Bournemouth University, UK.

About BrainChip Holdings Ltd (ASX:BRN)

BrainChip Holdings Ltd. is a leading provider of software and hardware-accelerated solutions for Advanced Artificial Intelligence and Machine Learning applications. The Company has developed a revolutionary new spiking neural network technology that can learn autonomously, evolve and associate information just like the human brain. The technology, which is proprietary, is fast, completely digital and consumes very low power. The Company provides software and hardware solutions that address the high-performance requirements in civil surveillance, gaming, facial recognition and visual inspection systems. www.brainchipinc.com.

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