# Qualcomm to acquire on-device machine learning firm Edge Impulse



Qualcomm has announced its intention to acquire the on-device machine learning firm Edge Impulse, in a strategic move that aims to leverage the surge in interest surrounding artificial intelligence (AI) and to enhance on-device capabilities for a wider audience. This acquisition signals an important step as Qualcomm seeks to expand its presence in the AI landscape.

In a statement to Hackster.io, Zach Shelby, co-founder and CEO of Edge Impulse, expressed enthusiasm about the deal, saying, "Today, Edge Impulse is excited to announce its next step forward... We've signed an agreement to join the Qualcomm Technologies team. This marks an exciting new chapter for us, opening up new opportunities to scale our technology and impact." Shelby emphasised that while the team and mission remain consistent, the acquisition will enhance their capabilities to accelerate their operations.

Nakul Duggal, a spokesperson for Qualcomm, elaborated on the decision and its implications, stating, "We are thrilled about the opportunity to significantly enhance our IoT [Internet of Things] offerings with Edge Impulse's advanced AI-powered end-to-end platform that will complement our strategic approach to IoT transformation." Duggal further noted that they expect the acquisition to bolster Qualcomm’s leadership in AI and developer enablement, allowing them to provide comprehensive technological solutions across various sectors, including retail, security, energy, utilities, supply chain management, and asset management.

Founded in 2019 by Jan Jongboom and Zach Shelby, Edge Impulse has gained traction for its mission to "democratize machine learning on edge compute." The firm has developed a platform that simplifies the process for developers to create, customize, train, and deploy machine learning models on a variety of devices, from microcontrollers to advanced processors. Shelby remarked on the impact of their platform, stating, "The ease of use and versatility that Edge Impulse provides has since proven highly valuable... The universality of the platform has attracted collaborations with numerous hardware, cloud, and system integration vendors."

The acquisition is currently pending regulatory approvals and is expected to integrate Edge Impulse into the Qualcomm ecosystem. Importantly, Shelby reassured existing users of other microcontroller and microprocessor products that they would not be restricted to Qualcomm’s processor families as part of this transition.

Further details can be found on the Edge Impulse website, which will likely provide updates as the acquisition progresses.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.elektormagazine.com/news/qualcomm-to-acquire-edge-impulse> - This article corroborates Qualcomm's acquisition of Edge Impulse to enhance its AI and IoT capabilities. It highlights Edge Impulse's AI development platform and its integration with Qualcomm's processors.
* <https://www.elektormagazine.com/news/qualcomm-to-acquire-edge-impulse> - The article explains how the acquisition aligns with Qualcomm's IoT transformation strategy, aiming to accelerate edge AI adoption across industries.
* <https://www.edgeimpulse.com/> - This is the official Edge Impulse website, which provides information on their mission to democratize machine learning on edge devices and their platform for creating and deploying AI models.
* <https://www.qualcomm.com/company/newsroom/press-releases> - Qualcomm's newsroom may contain press releases related to the acquisition, providing official statements and details about the strategic move.
* <https://www.hackster.io/news/qualcomm-acquires-edge-impulse> - This article likely contains Zach Shelby's statement about the acquisition, reflecting Edge Impulse's excitement and future plans within Qualcomm.