MEDIA RELEASE

BlueCallom wins 2024 German Innovation Award for Innovation Framework and Software

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Zurich, Switzerland, June 12th, 2024 - BlueCallom, the leader in "Generative-AI Solutions Development" platforms, has been awarded the prestigious German Innovation Award for its exceptional Innovation Framework and Software. This accolade recognizes BlueCallom's groundbreaking work in harnessing Generative AI to revolutionize the way businesses approach innovation.

The complexity of modern innovation challenges required a unique solution. BlueCallom rose to the occasion with a cutting-edge AI-based management software, meticulously developed using 128 unique prompts organized into 10 sophisticated Gen-AI agents. This innovative approach is now accessible to the public through GPTBlue, allowing users without any coding skills to create highly sophisticated prompts.

BlueCallom's innovative framework, developed using cutting-edge Generative AI, addresses the intricate challenges of modern innovation. The AI-based management software, featuring 128 unique prompts organized into 10 sophisticated Gen-AI agents, offers a comprehensive solution for effective innovation management. The core technology behind BlueCallom's award-winning software, GPTBlue, is now available to the public, enabling users without coding skills to create advanced AI prompts effortlessly. GPTBlue ensures high-quality AI responses by generating prompts tailored to specific applications, and its world's first multi-library design lays the foundation for a new prompt economy. This economy allows valuable prompts to generate recurring revenue for designers, protect prompt designs, and facilitate collaboration. Thanks to the Zero Subscription, Pay-4-Gain business model, GPTBlue can be scaled effortlessly in small and large corporations to boost creativity and productivity.

Axel Schultze, CEO of BlueCallom, expressed his gratitude and excitement upon receiving the award:
"We are deeply honored to receive the 2024 German Innovation Award. It motivates us to keep pushing the envelope and continue our innovation approach towards a concept we are working on called 'autonomous innovation'. It would help innovation teams and businesses shorten the innovation timeline even further from today six to nine months down to four weeks. While it may sound like a fully automated process, human ingenuity can still not be emulated by an AI system. And this is where we see the biggest advantage: Humanity can focus on their exceptional ingenuity and delegate every operational, administrative and bureaucratic task to an AI. Very much like we delegated lifting heavy goods to cranes, digging bigger holes to heavy

duty excavators, transportation from horses to trains and so forth. With the beginning of the industrial age the jobs humans performed were completely shifting from crafting and farming to producing products that were unimaginable before. All that was due to machines that took the work that was ineffective to do by humans."

Today, we can tackle incomprehensible problems with the support of AI. This includes education for everybody, better energy generation, waste reduction, recycling technology, social relationship building beyond our today's form and more. It will open new ways of farming, cultivating environmental protection and thousands of other problems, we still have not solved so far.

GPTBlue's is providing a new way to shape the so-called prompts and agents to interact with AI systems. Whether such a user is a highly recognized academic or a worker makes no big difference. Equality is all of a sudden newly unfolding.

The recognition from the German Innovation Award reflects BlueCallom's commitment to driving progress and fostering innovation across various industries. As the AI Prompt Economy continues to grow, BlueCallom remains at the forefront, championing new technologies and business models that redefine the future of innovation.
https://www.german-innovation-award.de/en/winners/preis/gewinner/bluecallom-neuro-innovation-framework-software/

About the German Design Council

Since 1953, the German Design Council has been a premier institution for communication and knowledge transfer in design, brand, and innovation. With its international programs, support for young designers, and extensive memberships, it plays a crucial role in the global design community, fostering exchange and networking worldwide. The Council connects its members with international design and brand experts through events, congresses, awards, jury meetings, and expert circles, promoting discourse and providing vital impulses for the global economy. Currently, the German Design Council boasts over 330 members.

About BlueCallom

BlueCallom is pioneering high-performance, high-productivity prompt engineering technology for generative AI with the ability to measure the productivity gain of every prompt.

User benefits include having an integrated platform to create, deliver, use, and manage professional AI prompts. Customers value an advanced product design, UI, ease of use, corporate wide, controlled prompt distribution, ability to deliver prompts in protected mode or open-source, and mostly measurable prompt productivity.

Independent developers partner with BlueCallom for its Prompt-IP protection and recurring revenue model.

In May 2024, we were nominated for the German Innovation Award and our CEO was awarded "Most Influential CEO 2024 Switzerland in Gen AI business solutions".

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