



AI Portfolio 2024

Creative Youth
Enthusiasm
Responsibility

GET IN TOUCH

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A|||ELA
TEK FOR HUMAN

machina-x

AI Portfolio

ADVANCED

MEDIA

LABORATORY

10+

Core technologies & products

20+

AI PROJECTS

MACHINA-X

Collaboration Company

In the AI space, MachinaX is AMELA's strategic partner. They have a team of young, dynamic engineers who are eager to apply today's cutting-edge AI technology and have worked in a variety of industries like beauty, retail, and education.

Our Industries



Travel & Hospitality



Manufacturing



Energy



Finance



Retail



Beauty



Education

WHAT WE DO



Natural Language Processing



Computer vision



Speech Processing



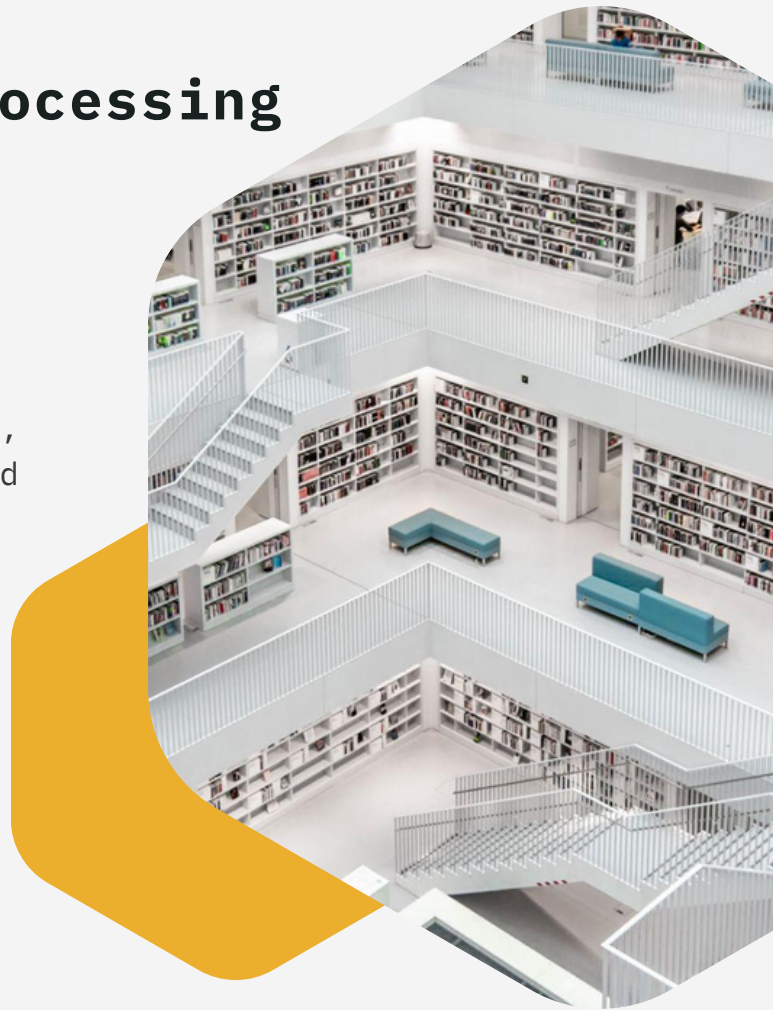
Generative AI



Machine Learning

Natural Language Processing

Elevate your text analytics & insights with our NLP suite. Featuring Large Language Models, Sentiment Analysis, Entity Recognition, Language Understanding, and Language Generation for advanced language processing



Modules

- LLM (Large Language Model)
- Sentiment Analysis
- Entity Recognition
- Language Understanding
- Language Generation

Use Cases

- Chatbots & Virtual Assistants
- Content Moderation
- Automated Documentation
- Content Categorization

Computer Vision

Visual innovation simplified. Our Computer Vision suite features OCR for insights, Object Detection for patterns, and Facial Biometrics for personalized security - bringing clarity to your visuals.

Modules

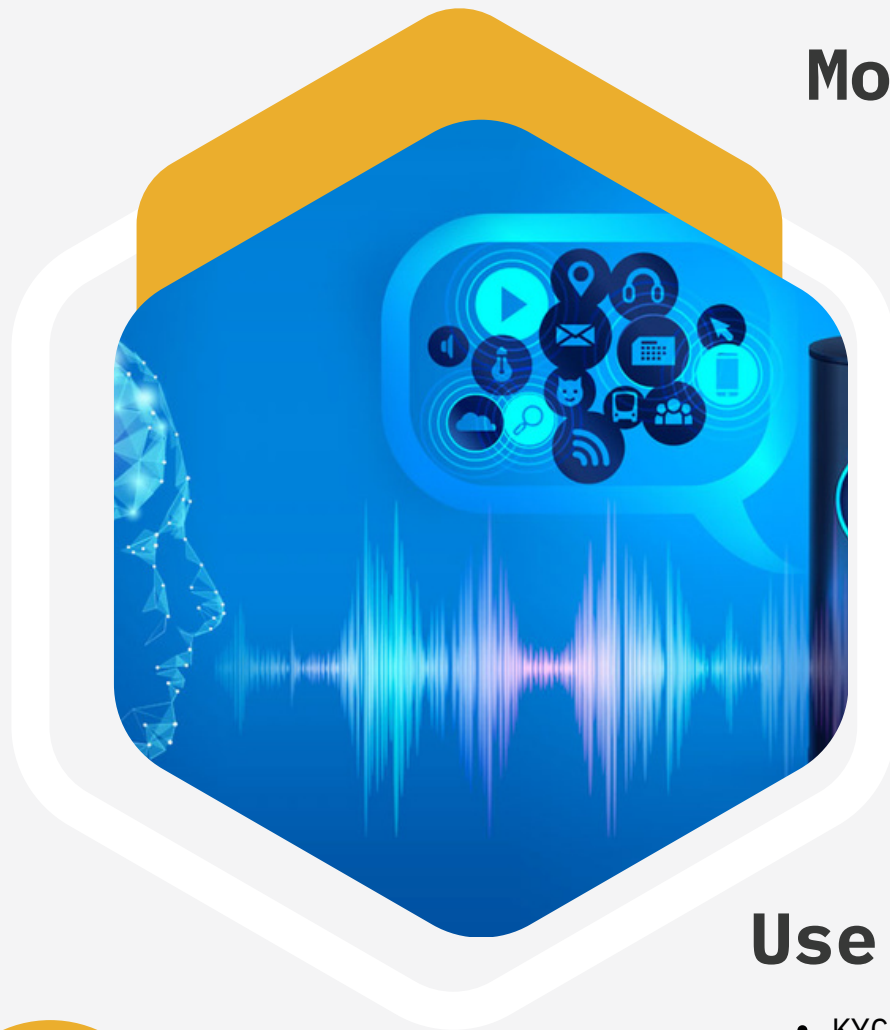
- OCR (Optical Character Recognition)
- Object Detection
- Facial Recognition
- Movement Recognition
- Facial Biometrics

Use Cases

- KYC
- Operation enhancement
- Automated Information Extraction & Documentation

Speech Processing

Explore our Speech Processing suite: Speak, and we understand with Speech Recognition; hear responses with Speech Synthesis, and stay secure with Voice Biometrics.



Modules

- Speech Recognition
- Speech Synthesis
- Speaker Identification
- Voice Biometrics

Use Cases

- KYC
- Operation enhancement
- Automated Information Extraction & Documentation
- Automated Transcription

Generative AI

Enabling secure and reliable medium for healthcare information exchange

Modules

- Content Generation: Text, Images, Audio, Video & more
- Large Language Model (LLM)
- Conditional Generation (*contact our team for details)



Use Cases

- Operation enhancement
- Chatbots and Conversational AI
- Content Marketing
- Improve customer experiences

Machine Learning

Make the most out of data to supercharge your business

Modules

- Recommendation System
- Predictive Modeling
- Feature Engineering

Use Cases

- Recommendation Systems
- Personalized Marketing
- Revenue Forecasting

Why Choose Us:

Deep AI understanding & expertise

Our team has many years of experience in building and deploying AI projects, including a wide range of AI technologies, algorithms, and applications.

AI Solutions & Ecosystem

We offer powerful AI solutions and a flexible ecosystem, enabling clients to use existing solutions or customize them for specific needs.

Cutting-edge Technologies

We offer powerful AI solutions and a flexible ecosystem, enabling clients to use existing solutions or customize them for specific needs.

Responsive & dedicated team

We are committed to delivering high-quality results and achieving shared goals between us and the customers.



International Offices in

AMELA Technology spans globally across over 10 different countries. As one of the top-rated IT consulting and services, with management and operation structures, we maintain three regional offices, with our head office located in Hanoi, Vietnam.



Team

Our team have PhDs' and Masters' holders which have worked at big companies and reputable AI institutions such as:

TOSHIBA



viettel



Our Clients

We have collaborated with over 20 clients in a variety of industries, including technology, retail, education, and beauty. With this domain AI, we honor the wishes of our clients for confidentiality. In other portfolios, you can view details about our clients from various domains.

CASE STUDIES

With the aim of building a learning organization, AMELA staffs are always eager to learn, acquire knowledge, improve their professional qualifications and skills to improve the quality of work.



CASE STUDY 1 | BEAUTY

Client

The largest chain of beauty salons in Vietnam, specializing in male grooming, with over 100 branches in the country.

Business Needs

The client needed an **AI tool to help their customers visualize hairstyles** that are more expensive to up-sell customers.

Impacts

86%
of stylists reported enhanced customer consultations

92%
of customers were impressed

1
week to deliver Proof of Concept

4
weeks to develop and deploy AI from scratch



CASE STUDY 1 | BEAUTY

Client

The largest chain of beauty salons in Vietnam, specializing in male grooming, with over 100 branches in the country.

Our Approach

We developed a feature called 'AI Hairstyle' using *a generative adversarial network (GAN)* as the core framework. The feature reimagines customers' looks with hairstyles they've never tried before, fostering self-reinvention.



Original version

The hairstyle

Reimagined version

*It took us **4 weeks** from **receiving the brief to deploying** it on the client's system

CASE STUDY 2-EDUCATION

Client

One of the most successful EdTech in Vietnam, a smart online learning platform that offers personalized learning and AI-powered test preparation with over 1 million users.


Business Needs

Client needed to develop multiple NLP (Natural language processing) models that are tailored to recognizing, analyzing and evaluating learners' submissions to IELTS (an international English exam) standards.


There were no existing solutions so the company came to us to build the AI models.

Impacts

3x 
monthly revenue since the release of the AI feature

-50% 
costs of grading and commenting on learners' submissions

2 
week to deliver Proof of Concept

12 
weeks to develop and deploy AI module from scratch to the customer's system



CASE STUDY 2-EDUCATION

Client

One of the most successful EdTech in Vietnam, a smart online learning platform that offers personalized learning and AI-powered test preparation with over 1 million users.

Our Approach

We developed for our clients multiple NLP customized models from scratch using many frameworks such as Transformer (a deep learning architecture) and LLM for our client.

The AI models were implemented in Virtual Practice Rooms, a feature that helps learners do mock tests and receive instant grading and comments with AI, setting it apart from competitors. The ownership of the AI models helped the client not only **enhance students' learning experiences** but also **cut costs to increase profitability** of the business.

Well, **social media**¹ is growing as a **favorite**² way of communicating. I lean towards in person communication when it comes to interacting with my friends. One of the benefits of face to face communication is the instant **feedback**³ translated through body language and **facial expressions**⁴. Um, I can also hear the tone of the voice, which makes it easier to interpret the person's **feelings**⁵. On the other hand, face to face communication may not be suitable for people who are nervous or poor communicators. Uh, moreover, is about the poor retention of the **listener**⁶. And face to face, the **communicator**⁷ can speak at the rate of one hundred to two hundred words per minute. Why the **listener's brain**⁸ can process about six hundred to seven hundred words per minute? The result is that the listener's mind wonders and he does not understand fully all the messages of a **speaker**⁹. At the end of the day when addressing sensitive issues, I think we all should put down the phone, move away from the keyboard and make the effort to engage in person, which will be crucial to a successful outcome. I firmly believe that what **technology**¹⁰ is a necessary part of business today and also in **friendships**¹¹ and work and et cetera there is no replacement for **personal interaction**¹². And this is always and forever my favorite way to **interact**¹³ and communicate with my friends effectively.

One of many NLP models we developed that **identifies topic-specific words in students' submissions, a key criterion in the test.**



AMELA aims to become a leading company in technology, brings the best products to customers, a happy working environment for employees and contributes to the digitalization of society. With a culture of empowerment and responsibility, AMELA always promotes the initiative and creativity to each department and each member of the Company. AMELA strives to become a learning organization, constantly learn, improve and always maintain the enthusiastic and dynamic spirit of entrepreneurs.

We would like to thank customers who have chosen to use AMELA's services, always support, cooperate and accompany with us. We are also committed to doing our best to improve the quality of our products and services, completing ourselves, for the sake of our valued customers.

Mr. Duong Minh Khoa
CEO AMELA



AMELA
TEK FOR HUMAN

machina

**LET'S
CONNECT
WITH US!**

Creative
Youth
Enthusiasm
Responsibility

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