

May Goals



Detroit, Michigan, USA

12-15 May '25



Stall No. #8126



Santa Clara, California

20-23 May '25

Stall No. #907



U.S. Circuit Wasn't a Tour, It Was a Test Drive

WebOccult 1.0 left laptops behind and hit the road these couple of months. Our team traveled coast to coast, and it was worth every mile.

WebOccult 1.0.

The Phase 1 of our U.S. trip was less of a visit and more of a field test. In a powerful three weeks, our team moved coast-to-coast with one goal: read the market, feel its rhythm, and see where Computer Vision is truly heading, not in reports, but in real rooms with real decision-makers.

From AI innovation at NVIDIA GTC, to warehouse automation at ProMat, to next-gen surveillance at ISC West, and industrial innovation at PMTS Cleveland, every stop was a goldmine of insight. We shook hands, asked questions that mattered, and spotted the invisible gaps that only on-ground connections can reveal. Add a few powerful BNI meetings to the mix, and we weren't just guests, we were mapping a market in motion.

So what did we find?

The U.S. Computer Vision market is going, going and just going. Restless, and ready. Across industries like manufacturing logistics, transportation, retail, security - the need is no longer just 'AI integration.' It's real-time intelligence. Faster decisions. Fewer blind spots. Leaders aren't looking for AI slideshows; they're hunting for scalable, production-ready vision systems that can deliver ROI before next quarter.

We've built relationships that a thousand Zooms can't match, and those 'let me show you something' moments? They don't happen in inboxes.

This was Phase 1 — Exploration. Insights gathered, nerves felt, gaps identified. Phase 2? We are coming!

What's inside:

From CEO's Desk

We're Exhibiting

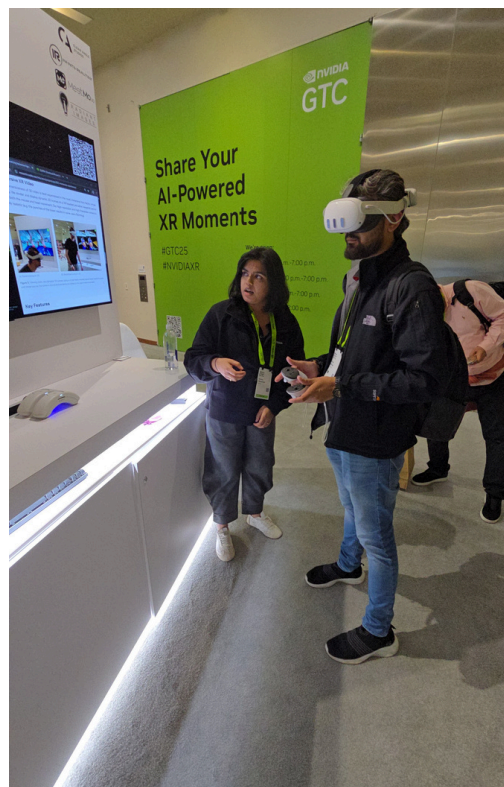


The Tech & The Tariff

When Doing Nothing Moves You Forward

The Moment Is Now

From CEO's Desk



The Power of Buffer Time

There's something strangely powerful about the time in between.

After three packed weeks of exhibitions, meeting minds at GTC, looking in systems at ProMat, exchanging insights at ISC West, I found myself in a quiet patch. No booths. No badges. Just the buffer time before our next big leap, exhibiting WebOccult at Automate, and Embedded Vision Summit in USA this May.

And in that stillness, I observed something important.

The market today, both in the U.S. and globally, is not soaring, but it's not sinking either. It's steady. Neutral. Companies are cautious, but curious. They're not spending wildly, but they're listening, watching, waiting for solutions that make business sense.

This buffer zone? It's where real decisions begin to take shape. Where players either stall... or prepare for their next move.

Speaking of preparation, I became a home chef for a day during this buffer phase. A small kitchen in a quiet suburb, a borrowed Tawa, and way too much *Maisoor Masala*. But in that moment, I realized, like good food, good business needs timing. Not everything must be rushed. Some things need simmering.

At WebOccult, we're using this buffer time to do just that, refine, re-align, and walk into Automate and EVS not as visitors, but as problem-solvers with purpose.

Because the world doesn't always reward speed. But it always rewards those who show up ready.

Ruchir Kakkad, CEO

We're Exhibiting

 **AUTOMATE**

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 **memryX**

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The Tech & The Tariff

Bhumin Vadalia, CTO

Tariffs and trade talks usually mean one thing for businesses - trouble. Costs go up, supply chains slow down, and plans hit roadblocks. But here's the twist from my perspective, not all trouble is bad.

With new U.S. tariffs affecting how parts and tech move across borders, companies are starting to look inward. Instead of depending on faraway suppliers, they're bringing more work home and that's where computer vision steps in.

In factories, it's helping teams spot defects faster, cut waste, and keep machines running smoothly. In warehouses, it's managing stock, tracking goods, and even predicting what's needed next, all through smart cameras and real-time data. No delays. No guessing.

Tariffs may push up prices, but they also push companies to work smarter. That's leading to a big rise in smart factories, places where humans and machines work together using tech like computer vision.

So while the world argues over trade, we see something else - progress. We're helping businesses turn today's challenges into tomorrow's edge, with tools that don't just fix problems, but rethink the whole system.

Sometimes, a roadblock just points you to a better road.



Offbeat Essence - When Doing Nothing Moves You Forward

Team WebOccult



What did you achieve this week?

We paused!

Between flights, meetings, and exhibitions, there was a moment, just a quiet afternoon in a cafe. No screens. No pitches. Just people watching. And that's when it hit us - not every breakthrough comes wrapped in calendar invites. Some arrive unannounced, in stillness.

In a world obsessed with speed, sometimes slowness is the sharpest strategy. It's where patterns emerge, blind spots surface, and instinct stretches its legs. That's when we noticed how Americans interact with tech differently, **fewer and direct words, more impact**. Less flash, more function. Insights we would've missed had we stayed in 'output mode.'

We often equate progress with activity. But reflection is movement too, just quieter.

So here's to the overlooked advantage of doing nothing for a while. Of letting ideas settle. Of trading urgency for clarity. Because sometimes, not rushing is the smartest move you'll make.





The Moment Is Now

Smit Khant, Sales Director

A few weeks ago, I stood outside a factory. No bright lights, no fancy signage, just a humble building with machines humming, trucks rolling, and people doing honest work. And yet, it felt like standing at the edge of something powerful. A shift. A comeback. Not in headlines, but on the ground, where it really counts.

Because across America, something is stirring. The new government has made its stance clear - Make America Great Again. Bring manufacturing back. Make it local. Make it lasting. It's not just a political slogan. It's becoming a business mandate. From policy papers to plant floors, there's a renewed energy, an ambition to build again, but smarter this time.

This isn't about reliving the past. It's about reinventing it.

Today's American factories aren't chasing cheap labor or quick fixes. They're investing in intelligence. In systems that don't just run—they think. They see. They improve. That's where computer vision enters the story.

I've seen this firsthand. We are not just selling AI tools,

we're helping reshape how products are made perfectly in America. We enable AI vision to detect flaws before they cause damage, track efficiency in real time, and unlock patterns invisible to the human eye. In short, we're giving manufacturing a sixth sense.

From Detroit to Dallas, plant leaders tell me the same thing, 'We're ready to build. But this time, we want insight, not just output.'

And that's exactly what we're always aim here to deliver.

As the government lays out a roadmap for American industrial strength, it's up to forward-thinking manufacturers to walk that path, with tech that doesn't just work, but watches, learns, and leads.

This isn't just revival. It's reinvention. And this moment? It's not just historic. It's the start of something extraordinary.

Let's build it, together, and with vision.

Until the Next Signal...

The vision is ready. The market is open. The moment is now. We've seen where the future is headed and we're not watching from the sidelines.

We don't just deliver tech. We show up. We listen before we do. Walk the floor before we pitch. And build not just AI solutions, but trust, foresight, and lasting partnerships.

Our U.S. presence is growing. Our global momentum is real. We're already on the ground.

See you at **Automate & EVS USA** this May,
Ruchir Kakkad, CEO, WebOccult