# P&R Measurement launches pioneering AI technology at CES 2025



P&R Measurement has unveiled its pioneering self-developed industrial AI Agent, named PRIME, at its recent exhibit. The technology is a significant advancement in AI automation for businesses, integrating testing and manufacturing systems to offer a more streamlined approach to complex engineering tasks. By simplifying workflows and reducing technical barriers, PRIME empowers users, including those without specialist expertise, to manage intricate processes with confidence. This initiative highlights P&R Measurement's dedication to innovation and aims to provide enhanced value to clients while simultaneously expanding growth opportunities.

Alongside PRIME, P&R Measurement showcased its flexible manufacturing innovations. The company provides customized solutions designed to improve automated testing and assembly lines, thereby increasing precision, efficiency, and reliability across various industries. Notably, in collaboration with a leading home appliance manufacturer, the company's Smart Lab—an AI and IoT-powered automated laboratory—achieved remarkable results by optimising product development. The partnership led to a 30% reduction in energy consumption, lower R&D costs, and improved testing efficiency in high-energy labs.

Further demonstrating its commitment to advancing testing capabilities, P&R Measurement introduced its A²S Lab, a sensory testing solution, and A²TP, a flexible testing platform. These developments streamline intricate product testing processes and enhance the overall user experience.

P&R Measurement leverages its extensive expertise across artificial intelligence, information technology, industrial manufacturing, measurement, and testing to craft high-value solutions tailored to sectors such as consumer electronics, home appliances, and automotive manufacturing. The company’s AI-enhanced visual defect detection system has enabled an impressive pass rate of over 99.8% for large automotive parts. Additionally, their deep learning model for a consumer electronics client has automated the detection of sound anomalies, ensuring enhanced production accuracy and efficiency.

The innovations presented by P&R Measurement address critical industry challenges relating to on-time delivery and quality control. As a result, the company has garnered widespread market recognition and established a strong level of trust among its business partners.

Looking ahead, P&R Measurement aims to further transform intelligent manufacturing by integrating AI and advanced testing technologies into both industrial and everyday applications. With its flexible and customer-centric approach, the company is poised to adapt to evolving market demands. Following its showcase at CES 2025, P&R Measurement is scheduled to present its latest cutting-edge concepts at Design Con, taking place on January 28, thereby reinforcing its position as a leader in shaping the future of global industrial ecosystems.

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

## Bibliography

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