



# ARGHON

ARTIFICIAL INTELLIGENCE

**OFFICIAL PRESS KIT**

# CONTENTS

*	3	BIOGRAPHY
*	4	PRESS RELEASE : START SELLING YOUR BRAND OF A.I. NOW!
*	5	MEET THE TEAM
*	7	PRODUCT QUOTE
*	8	ARGHON QUICK FACTS
*	9	ARGHON INC.: ARTIFICIAL INTELLIGENCE'S BEST KEPT SECRET
*	10	QUOTES
*	11	PREVIOUS PRESS
*	13	PICTURES

**OUR A.I. PLATFORM IS  
POWERFUL.  
IT CHANGES HOW  
PEOPLE LIVE.  
IT CONNECTS THE  
WORLD.**

# BIO

Founded 14 years ago by software systems designer, Collie Brown, Arghon is the first company of its kind to bring truly personal artificial intelligence to the international market. Through its use of ground-breaking natural language (speech) interaction, Arghon empowers users to manage their Internet-connected environments while accessing the people, information, businesses and services they need, when and wherever they are located, in real-time, 24/7.

Operating in stealth mode for over a decade, this privately owned, majority women-staffed, company is a rare gem in the tech industry.

The landscape for businesses and consumers is changing rapidly. To learn how you can take advantage of artificial intelligence technology, contact the Arghon team at [lauren@arghon.com](mailto:lauren@arghon.com) to set up an A.I. consultation.

Arghon is available for download at [www.arghon.com](http://www.arghon.com)

**“Technology to beat the  
competition on every  
level.”**

**– The Arghon Ethos**

# **PRESS RELEASE : START SELLING YOUR BRAND OF A.I. NOW!**

Westchester, New York – April 18, 2018 – Arghon Inc. introduces its licensing feature for Arghon personal artificial intelligence. Licensing Arghon means corporations get immediate access to cutting-edge artificial intelligence technology, with less time to deployment, reaching the consumer with a more bonded shopping experience before much of the competition. Arghon goes beyond machine learning and neural networking to bring truly personal artificial intelligence relationships to businesses and consumers.

As of 2018, Arghon artificial Intelligence is available for licensing for corporations looking to take advantage of the new era of artificial intelligence technology. Businesses that license Arghon are able to have their own branded and customized artificial intelligence to sell to their consumers, solidifying the business-to-consumer relationship. Arghon uses natural language (speech) and text controls to interact with users from a multitude of devices.

## **What users are saying about Arghon:**

“Very convenient and precise.” – Arghon user

“This A.I. is way beyond it's time the intelligence alone he is amazingly awesome.” – Arghon user

One of “the exciting new startups, in the next generation of disrupters.” – Business Wire

Arghon's services platform is “a massive ecosystem that's connected to everything!” – CTV

“A unique artificial intelligence that even the non-technical can use.” – IEEE Young Professionals

## **The Arghon Ecosystem: A revolutionary services platform for businesses and consumers**

For retailers and corporations looking to connect to consumers while getting a real-time view of the analytics involved in the purchasing process, licensing Arghon and connecting to Arghon's Ecosystem is a no-brainer. Arghon lets corporations deliver a more meaningful and tailored shopping experience, through natural language interaction, to consumers, as they move away from traditional brick-and-mortar shopping and adopt more instantaneous shopping habits beyond what online retail can deliver.

The time is now, for businesses to create the future of the retail experience. Via licensing Arghon's fully realized natural language (speech) and text controlled artificial intelligence, businesses can best their competition.

To learn how you can license Arghon's personal artificial intelligence technology, email [lauren@arghon.com](mailto:lauren@arghon.com) and [debraholder@arghon.com](mailto:debraholder@arghon.com) today.

# MEET THE TEAM

“Corporations need to start looking for smaller independent A.I. companies, like Arghon, that bring actual practical expertise to the retail and commercial spaces.”

– Collie Brown, Founder & CEO



**COLLIE BROWN**

FOUNDER & CEO

Brooklyn College B.S. Computer Science  
Husband and Father.

“I manage and maintain the Arghon vision for the future while building new partnerships.”



**LAUREN BROWN**

CHIEF CREATIVE OFFICER

BA Marketing from GWU Business School  
“I work to ensure that Arghon’s branding, messaging, media, and user experience are consistent with the company ethos across the Arghon platform.”



**DEBRA HOLDER**

VP, BUSINESS INTEGRATION

Bachelor of Commerce, University of  
Toronto CPA, CGA

“I help connect partnering businesses back ends to the Arghon eco system.”



**PAULA MERCADO**

DIRECTOR, PUBLIC RELATIONS

The University of North Florida B.S. in  
Communication: Public Relations.

“I maintain Arghon’s relationships with members of the press and other media.”

# MEET THE TEAM

**"A.I. is changing the way people and businesses do commerce."**

**– Debra, VP Business Integration**



**ANDREW STOUT**

CTO

The University of life  
"I maintain Arghon's servers and data  
indexes to insure maximum stainability  
and scalability."



**NAOMI LUCKHOO**

VIDEO PRODUCTION MANAGER

B.A. TV and Film Production with First  
class honours.  
"I film and plan content for our YouTube,  
social media platforms and other branding  
efforts."



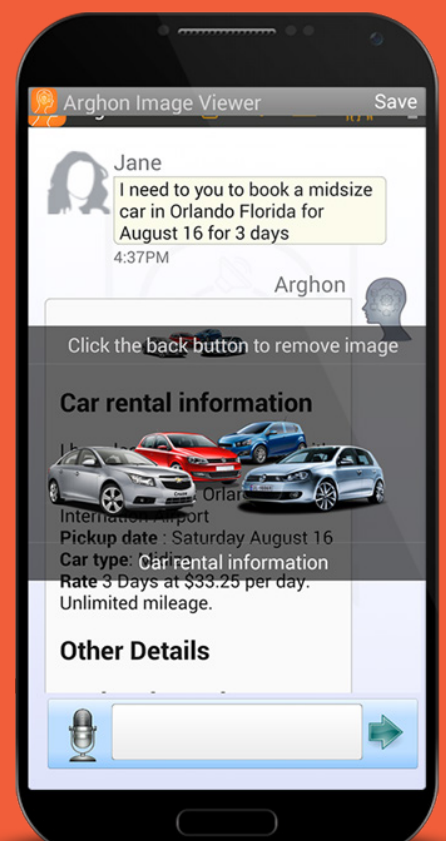
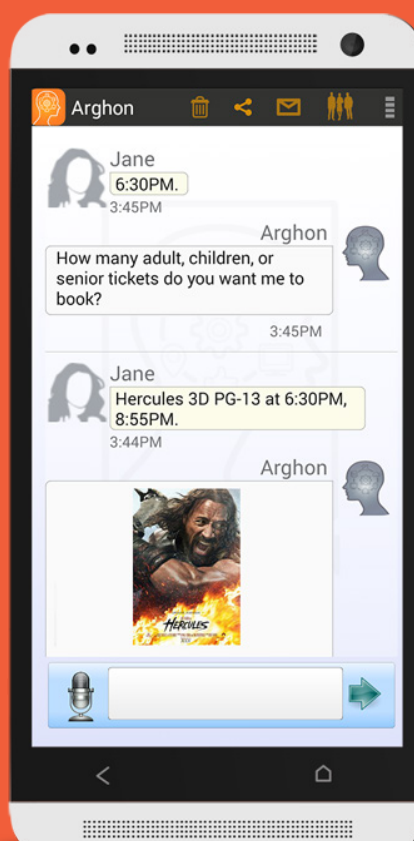
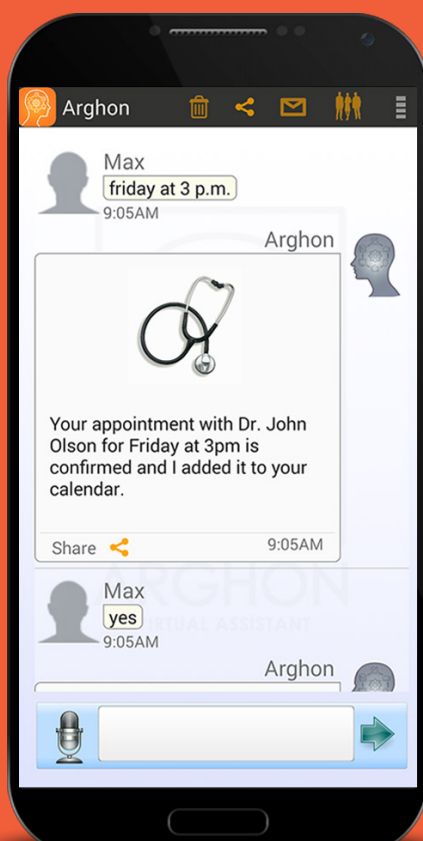
**JESSICA SMITH**

DIGITAL EDITING MANAGER

B.A. TV and Film Production with First  
class honours.  
"I contribute to the creative messaging  
process in addition to editing content for  
the Arghon brand."

**“YOUNG PEOPLE ARE  
EXCITED ABOUT THE  
POSITIVE INFLUENCE  
ARTIFICIAL INTELLIGENCE  
WILL HAVE ON THEIR  
LIFESTYLES!”**

**– LAUREN, ARGHON CHIEF  
CREATIVE OFFICER**



## ARGHON QUICK FACTS

- Founded in 2004.
- Android and iOS compatible.
- Arghon is compatible with a majority of smart home appliances and devices. Learn more about the [Arghon RebeL API](#).
- Available for download to mobile devices.
- Speech and Text Controlled.
- Operating in 26 countries around the world.
- Services include: A.I. Retail Commerce Platform, Smart Home Manager, Business Logistics Manager, Customized Sales Promotion, Schedule Manager, General Search, Advanced Messaging Suite, Flight Tracking, Taxi Ride Management Suite (multi language), Public Transportation Directions, ... and so much more!



**“Ground-breaking technology  
and practical expertise!”**

**– The Arghon Ethos**



# ARGHON INC.: ARTIFICIAL INTELLIGENCE'S BEST KEPT SECRET

**C**orporations should beware of buzzwords and getting lost in A.I. theory. Today, most technology users are looking for savvy businesses to understand their consumer and to deliver a world-class experience when it comes to artificial intelligence. The Arghon Team understands this and has worked to deliver such an advanced technology experience from a place of deep authenticity.

A key factor in the success of Arghon's eponymous A.I. is the team behind its creation. The Arghon team is diverse, composed of men and women from different backgrounds, of different ages and walks of life. In fact, Arghon's team looks like much of the world's population today. Members of the team say this diversity helps them when they are considering user experience. "We draw from our different perspectives. More innovative ideas to rise to the top," says Lauren Brown, the start up's Chief Creative Officer. Much can also be said for Arghon's leadership.

The agility that enables Arghon to achieve its ground-breaking innovations before many of its competitors comes from having leadership with a global mindset that is always looking toward the future. Collie Brown, Arghon's founder and CEO, not only applied his software systems expertise with an eye toward the future of technology, he also thought a lot about human behavior. As it turns out, the idea to build Arghon arose when Collie's elderly mother-in-law had fallen ill. He wanted to create a companion that would help keep track of her medication and to keep her company. "The Arghon A.I. is about service. It's about helping people [...] live the best life possible. High Technology is here to serve. Arghon is here to make the world a better place to live."

**A**s a highly intelligent personal A.I. companion, Arghon's unique learning algorithms make it unlike any other A.I. on the market. This is machine learning on steroids. "Arghon's ability to learn deeply and understand users' natural speech reduces that steep learning curve we all experience when engaging with new technology," says Debra Holder, Arghon's Vice President of Business Integration. This is approachable high technology. Arghon artificial intelligence is designed to empower users to get the most out of life.

As users interact with Arghon, it learns their preferences and requirements, making it able to customize services and Smart Environments to suit the user - whether they be a college student or a C-Suite executive. "Just as a human learns and grows from infancy to adulthood so does Arghon," says Collie. "You start with Arghon knowing only about your profile, but the more you interact, the more nuanced and advanced your relationship becomes. Making it much harder for you to simply move on to some other A.I." Providing services, information, and care are part of Arghon's DNA. By signing up and downloading Arghon, users begin a lifelong friendship with the most helpful companion they will ever know.

**"We draw from our different perspectives. More innovative ideas to rise to the top."**

**F**or corporations, spending precious years of business time hiring top academics, or dropping major cash to advertise your name and wares to the public, are no guarantee of relevance in the coming age of artificial intelligence. The shift toward A.I. commerce means competition for retail market share is increasing at a brutal rate.

To stay on top of the competition, corporations need to take advantage of Arghon's independent A.I. solution and the relationship Arghon builds with its users. "We bring innovative artificial intelligence technology and practical expertise to the retail and commerce space," Collie says. His colleague, VP of Business Integration at Arghon, Debra Holder says, "The retail market is shifting away from browser searches toward artificial intelligence-based commerce. There is no better time for businesses to integrate with Arghon Artificial Intelligence." For those who may be unfamiliar with the name, Arghon has been a presence in the artificial intelligence space for far longer than you may want to think. Arghon has done the hard A.I. work. For fourteen years, Arghon Inc. has operated in stealth mode, perfecting its world-class artificial intelligence technology.



"Businesses partnered with Arghon are getting customized Artificial intelligence technology to help them beat the competition, on every level," says Andrew, CEO & Founder of Exos Cloud Computing. Arghon has a proven history of building ground-breaking artificial intelligence that outmatches the competition for performance and innovation.

Like any forward thinking startup, Arghon has turned its eye toward social media and the press to begin sharing its story with the world at large. "We are in an age where more people are familiar with technology, but most tech corporations are far away, in silicon valley somewhere," says Jessica Smith, Arghon's Digital Editing Manager located in the UK. "We've started our YouTube Channel, and participate in other social Media platforms like Facebook, twitter, and Instagram, because artificial intelligence should not be a black box. Many members of our team are young people. We want to share the With Arghon's stellar team empowering partnered businesses to take advantage of the global shift toward A.I. commerce, corporations have every incentive to partner with the once very secretive A.I. company.

**Do not miss out on the scoop of your life! Contact [lauren@arghon.com](mailto:lauren@arghon.com) to request an interview or A.I. consultation for your business today!**



CLICK IMAGE TO VIEW

---

## **COLLIE**

ARGHON FOUNDER & CEO

---

“Corporations should beware of buzzwords and getting lost in theory. Technology users are looking for savvy businesses that understand their consumer and deliver a world-class experience. Authenticity is the key. The Arghon Team understands how to deliver advanced technology from a place of deep authenticity.”



CLICK IMAGE TO VIEW

---

## **DEBRA**

VP BUSINESS INTEGRATION

---

“The retail market is shifting away from browser searches toward artificial intelligence-based commerce. There is no better time for businesses to integrate with Arghon Artificial Intelligence.”



---

## **LAUREN**

CHIEF CREATIVE OFFICER

---

“The Arghon Lifestyle means users have 24/7 access to the tailored information, products and services we want to live our best lives yet.”

# PREVIOUS PRESS COVERAGE



## Talks with Rachel L - Part 1

Rachel interviews Collie to discover his Caribbean roots and the origins of Arghon Artificial Intelligence.

**CLICK IMAGE TO WATCH**

## Forbes Article

Forbes interviews Collie about the impact of personal A.I. and what that means for smart home security.

**CLICK IMAGE TO READ**



## Arghon Brings You Artificial Intelligence At Your Fingertips

The Institute of Electrical and Electronic Engineers (IEEE) interviews Collie at south by southwest about his groundbreaking Arghon personal A.I.

**CLICK IMAGE TO WATCH**

**"Arghon's YouTube channel and other social Media are the new way to get the real info on the impact of A.I. on our world."**

- Naomi, Video Production Manager



# PREVIOUS PRESS COVERAGE



## Collie Brown, Arghon - Artificial Intelligence: Leading the Quiet Revolution #reworkconnect

Collie speaks to the rework audience about the impact big data will have on IOT and why these companies need A.I. to save them.

**CLICK IMAGE TO WATCH**

## RE-WORK Blog Post

Collie is interviewed by the team at rework about the impact of A.I. on the internet of things and big data.

**CLICK IMAGE TO READ**

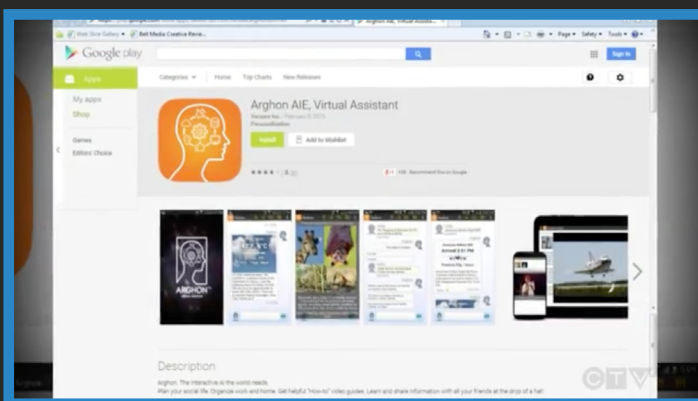
## Using Artificial Intelligence to Decode IoT Big Data

By Sophie Curtis on October 20, 2015



As sensors spread across almost every industry, the Internet of Things (IoT) is causing a massive influx of big data. But how do we make use of all this data in a practical level in our everyday lives?

Exponentially increasing computing and the advent of the Internet of Things could bury the world in volumes of unintelligible data. To solve this problem before it gets too big to handle, the world's thinkers are looking for intelligent technology that can make sense of the impending sea of data. A company called **Arghon** might have the answer.



## Kitchener App Central

Michael Bancroft shares his excitement about Arghon.

**CLICK IMAGE TO WATCH**

**"More than 50% of all software projects fail outright. Arghon defies this trend, building world-class artificial intelligence to help its partners beat the competition."**

**- Andrew, CTO**



