



## Cognizant and Tidal announce collaboration for Decarbonisation of Ocean

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Cognizant announced it is collaborating with Tidal, a project inside X, Alphabet's Moonshot Factory, to make Tidal's ocean information platform widely available to the aquaculture market. Until now, Tidal's platform has been available to select pilot partners only, offering data-driven insights designed to improve the sustainability and efficiency of their operations. Cognizant will use its software and systems integration expertise to bring the Tidal platform to the broader aquaculture market.

Longer term, Cognizant and Tidal will explore additional ways to apply the platform to make an impact on industries that depend on ocean insights, including blue transportation; blue energy, and blue carbon. Together with aquaculture, part of blue food, these sectors of the blue economy represent a significant opportunity to decarbonise large ocean-based industries.

Tidal has developed a digital technology solution that utilises innovations in underwater perception, machine learning, AI, and automation to gather and analyse data. Cognizant will collaborate with Tidal to make these technologies more widely available to the aquaculture industry to help them make more intelligent decisions, build more resiliency into their operations, and run more efficiently in a strict regulatory environment.

For the past five years, Tidal has worked with aquaculture industry leaders to develop its solution, which includes a system of underwater cameras, sensors, machine perception tools and software designed to interpret complex ocean environments. The current platform has been built and validated using Tidal's AI, which has been trained on 8 billion underwater observations of fish behaviour across 900 terabytes of operational video.

Through its longstanding relationships with global enterprises that make up the Blue Economy, Cognizant will be able to help companies integrate Tidal's technology into their enterprise systems, linking data from across their business to gather insights and make decisions that improve efficiency throughout the entire value chain.

"With digital technology ocean industries can not only become more resilient and future-proof in the face of a more unpredictable and rapidly changing environment, but they can help make oceans healthier and address humanity's biggest problems — from food production to renewable energy to climate change," said Stig Martin Fiskå, Global Head of Cognizant Ocean. "We welcome this important collaboration with Tidal to work together with clients to support their holistic,

systems-level change."