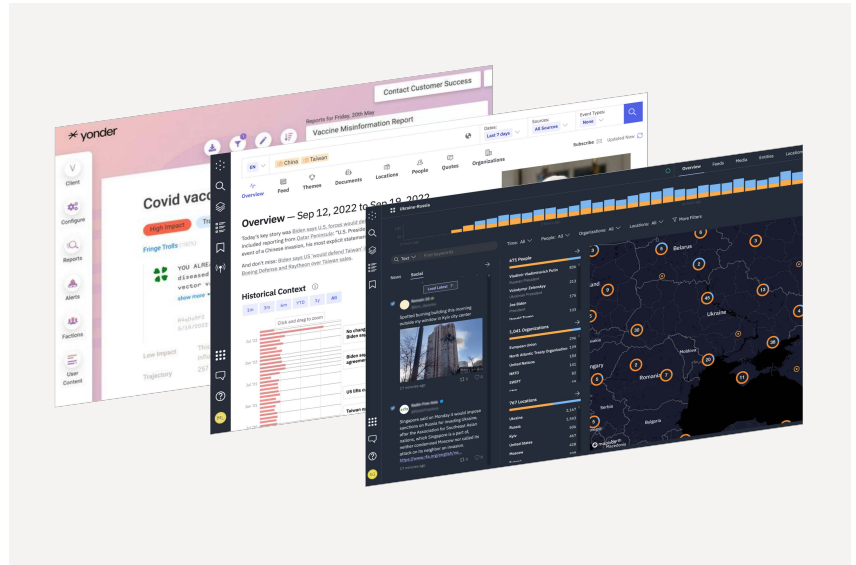# Primer Public Sector Capability Statement

At Primer, we build and deploy mission-ready AI applications that meet rapidly evolving defense and security needs. We differentiate ourselves by our speed to deployment, powered by our ML infrastructure, and the performance and accuracy of our models required to inform critical decision-making.

Customers & Technology Partners

Core Capabilities

Primer's AI capabilities provide immediate value for better situational understanding and decision support. Our AI-powered solutions scale from off-the-shelf applications to secure on-premises deployments, trained on state-of-the-art custom models against customer data sets.
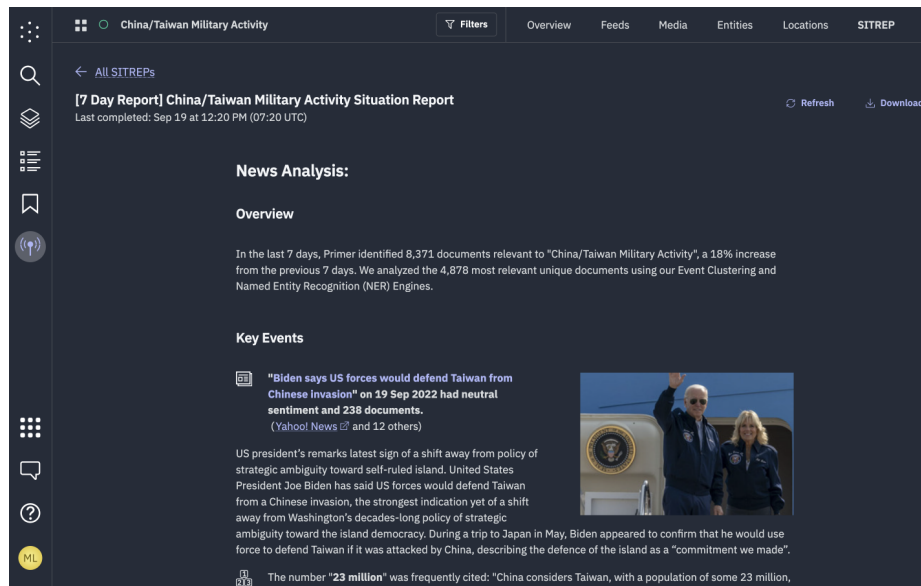
Analyze your disparate data sources at scale

• Ingest, cluster, and analyze millions of data points from streaming and classified data sources.
• Automatically generate searchable knowledge bases for people, organizations, and locations.
• Deploy domain-specific NLP models like illicit finance, humanitarian crisis, and diplomatic and military classifiers.

Inform Information Operations countermeasures

• Detect and monitor mis-, dis-, and malinformation (MDM) campaigns as they unfold.
• Answer the who, what, where, why, and how of MDM campaigns.
• Understand evolving narratives across multiple languages, their virality, authenticity, and the factions and bots amplifying them.
• Identify claims and counter-claims to understand emerging narratives.

:::: **Primer**

Detect emerging threats

· Increase real-time situational awareness of kinetic and cyber attacks.
· Monitor open source and classified data sources and receive relevant notifications 24/7.
· Create automated SITREPs and decrease the workload on watch floors.

Extract and summarize audio signals

· Detect topics, extract key entities, and summarize dialog from audio transcripts.
· Run audio analysis across dozens of languages, including Russian and Mandarin.
· Scale analyst workflows by generating a searchable Knowledge Base from audio files.
· Fine-tune models to surface entities such as weapons, malware, vehicles, and aliases.

Label and deploy models to integrate with your AI applications

· Easy import and export of unstructured data from internal data stores.
· Utilize programmatic labeling to accelerate and assist human labeling.
· Be able to train and fine-tune classification models on your labeled data.
· Deploy on-premises, or leverage Primer's managed data labeling service on demand.

Mission Challenge

Search disparate social media data and extract actionable information to combat adversarial disinformation campaigns

Primer solution

· Provide targeted sentiment analysis
· Early identification of adversarial narratives across media platforms
· Contextual intelligence behind narratives, factions, virality, and authenticity
· Summarization of disparate data with integration of fringe social media data streams

Customer impact

· Early detection provides decision-makers with insights and time to develop effective countermeasures
· A holistic view across siloed datasets and platforms enables deeper analysis, trend discovery, and time savings

NAICS CODES

Primary: 511210
Secondary: 423430, 518210, 519190541511, 541512, 541519, 541690, 541715
Unique Entity ID: HLVJPF2S6WN5
Cage Code: 8EVA5

NEXTECH SOLUTIONS

SEWP Contract: NNG15SD03B (GROUP B)

To discuss your agency's needs, contact Mark Brunner, President, Primer Federal, Inc. at mark.brunner@primer.ai or call 415-629-5013.

Schedule a product demo or learn more about Primer at primer.ai.