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Logistics Award for AURA Observer

EPG wins “Best Product LogiMAT 2026” prize

AI wins: EPG (Ehrhardt Partner Group) has once again been honored at LogiMAT with the prestigious “Best Product LogiMAT 2026” prize in the category “Software, Communication & IT.” The award was given to EPG AURA Observer, a specialized solution within the AI-native EPG AURA environment. AURA Observer captures operational processes directly in real warehouse environments, making video data usable as a fully integrated data source for the first time - one that can be flexibly analyzed without any programming. Using Intelligent Video Analytics (IVA), movements, interactions, hazards, pallet dwell times, and deviations in warehouse operations are detected and processed in real time. Observer use cases can be individually created or modified through natural language input (prompts), without requiring technical expertise or complex customization. The technological foundation of the AURA Observer is based on a strategic technology partnership with NVIDIA. For the corporate group, this marks the third time receiving the renowned logistics award, following previous wins in 2014 and 2023.

“Being honored with the ‘Best Product LogiMAT 2026’ prize confirms our leading role in the development and application of artificial intelligence in logistics,” says Peter Bollinger, CEO of EPG. “Today, logistics software must be designed in such a way that employees can act more quickly and are not dependent on in-depth system knowledge. With AURA, the focus shifts to logistics expertise itself, meaning employees no longer need to specialize in operating individual applications. This is exactly what makes AURA unique in the logistics market.”

AURA Observer: AI-powered analysis of visual data

Warehouse sites are becoming larger, more complex, and increasingly decentralized, while the availability of qualified supervisory and control personnel remains limited. At the same time, requirements for occupational safety, transparency, and responsiveness are rising. Despite a high degree of digitalization, key aspects of day-to-day operations have so far

remained largely unmonitored, as the actual behavior of people and objects in the warehouse has not been systematically captured. AURA Observer was developed to close precisely this gap. The system uses video data as a fully integrated operational data source - without additional programming - to detect process-relevant situations in real time and convert them into structured events. These can be used directly as status inputs in WMS, WCS, or control tower systems, either out of the box or integrated into existing IT infrastructures.

Using Intelligent Video Analytics (IVA), the system identifies and processes typical use cases such as disruptions in material flow, pallet dwell times, unusual movement patterns, deviations from standard processes, or safety-related incidents. A key innovation is its cross-camera analysis: AURA Observer reliably tracks people and objects across multiple camera perspectives, creating a consistent movement model of the entire warehouse. This advanced capability enables objective insights into dwell times, travel paths, overlaps, and high-traffic areas. Based on this, heatmaps are generated that make spatial and organizational bottlenecks visible for the first time on a data-driven basis.

Semantic detection enables immediate intervention

The decisive added value lies in semantic event detection. Using AI-powered vision-language models, AURA Observer interprets what is actually happening in the warehouse. Safety-critical situations such as falls, obstacles, blocked emergency exits, or violations of occupational safety regulations are automatically identified. Events are presented in a way that allows them to be prioritized in daily operations, clearly understood, and translated into concrete actions. AURA Observer operates fully in compliance with data protection regulations: all data is anonymized and not stored. As a form of visual intelligence, IVA makes real-world supply chain operations available in a structured format for operational management.

NVIDIA as a technology partner in AI

For AI-based analysis of visual data, EPG collaborates with technology leader NVIDIA. AURA Observer and its IVA functionalities are based on the NVIDIA Metropolis platform, which was specifically developed for processing and analyzing video data in industrial en-

vironments. By leveraging NVIDIA technology, AI models for object detection, motion analysis, and event classification can be executed efficiently and in real time. Data processing can be carried out either out of the box without integration or within hybrid architectures, allowing IVA to be flexibly integrated into existing IT and OT systems.

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Images 1, 2, 3, 4: The AURA Observer uses AI-powered vision-language models to interpret what is actually happening in the warehouse. It always operates in compliance with data protection regulations and does not collect any personal data. It captures operational processes directly in the real warehouse environment and, for the first time, makes video data usable as a full-fledged data source that can be analyzed flexibly without programming. Using Intelligent Video Analytics (IVA), movements, interactions, hazards, pallet dwell times, and deviations in warehouse operations are detected and processed in real time. Safety-relevant situations such as falls, obstacles, blocked emergency exits, or violations of occupational safety regulations are automatically recognized. Events are presented in a way that allows them to be prioritized in daily operations, understood transparently, and translated into concrete action recommendations.

Image 5: Peter Bollinger is CEO of EPG and recognizes that the importance of AI solutions in logistics continues to grow. For this reason, EPG is taking a decisive step forward with EPG AURA.

Images 6, 7, 8: EPG AURA visuals and overview

EPG – Smarter Connected Logistics

EPG is an internationally leading provider of a comprehensive Supply Chain Execution Suite (EPG ONE[™]) and employs over 1,000 people across 23 locations worldwide. The corporate group offers more than 1,600 customers WMS, WCS, WFM, TMS, and voice solutions to optimize logistics processes—from manual operations to fully automated logistics environments. EPG's solutions cover the entire supply chain: from warehouse and transportation to ground handling and cargo processing at airports. Logistics consulting, cloud services, managed services, and logistics training at EPG's own academy complete the company's comprehensive offering.

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