

EPG AURA Observer Wins “Overall Logistics Innovation of the Year” in 2026 SupplyTech Breakthrough Awards

*Annual Awards Program Recognizes Innovation in the Global
Supply Chain Technology and Logistics Industry*

Northlake, Texas (June 11, 2026) — [Ehrhardt Partner Group \(EPG\)](#), a global leader in unified supply chain execution and warehouse management technology, announced today that EPG AURA Observer has been selected as the winner of the “Overall Logistics Innovation of the Year” award in the 5th annual SupplyTech Breakthrough Awards program conducted by SupplyTech Breakthrough, a leading independent market intelligence organization that evaluates and recognizes standout technology companies, products, and services in the supply chain technology and logistics industry around the globe.

EPG AURA Observer, part of the AI-native [EPG AURA environment](#), helps logistics teams use existing warehouse video infrastructure to understand warehouse activity in real time. The solution interprets live video streams in real time and converts warehouse activity into structured events that can support faster intervention, safer operations, and more informed execution decisions.

With [AURA Observer](#), organizations can:

- Improve safety response by detecting events such as falls, obstacles, blocked emergency exits, and occupational safety violations in real time.
- Surface operational bottlenecks by identifying pallet dwell times, congestion, unusual travel paths, and high-traffic areas.
- Spot process deviations faster when workflows are not being followed as intended.
- Connect physical activity to execution systems by turning visual events into structured data that can feed WMS, WCS, or control tower systems.

AURA Observer’s cross-camera analysis tracks people and objects across multiple perspectives to create a consistent movement model of the warehouse. AI-powered vision-language models add semantic context, enabling the solution to interpret activity rather than simply record it. Teams can also create and adapt use cases through natural language prompts, reducing the need for technical expertise or complex customization.

Designed for real-world industrial environments, AURA Observer anonymizes data, does not store or archive video, and integrates flexibly into existing IT and OT systems. With transient, event-driven analysis, only events and status information are stored rather than the original visual material, supporting

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data protection, employee acceptance, and compliant deployment. Its technology foundation is built in strategic partnership with NVIDIA and based on the NVIDIA Metropolis platform for industrial video analytics.

“Warehouse video has historically been used to look backward. AURA Observer changes that by helping organizations understand and act on what is happening in real time,” said Peter Bollinger, CEO of EPG.

“By turning physical warehouse activity into structured execution intelligence, we are helping organizations improve safety, reduce blind spots, and move toward more transparent, responsive, and increasingly autonomous logistics operations. Thank you to SupplyTech Breakthrough for recognizing AURA Observer as the Overall Logistics Innovation of the Year.”

“EPG AURA Observer stands out for its ability to make warehouse operations continuously observable, understandable, and actionable,” said Bryan Vaughn, Managing Director of SupplyTech Breakthrough Awards. “As logistics networks become more complex and distributed, organizations need more than dashboards and disconnected camera feeds. AURA Observer gives teams a new way to understand execution as it happens and accelerate smarter, safer logistics operations. We’re pleased to recognize AURA Observer with the ‘Overall Logistics Innovation of the Year’ award.”

Learn more about [EPG AURA](#), the AI-native environment helping organizations move from visibility to action in real-world warehouse operations.

About EPG

Ehrhardt Partner Group (EPG) is a global leader of unified supply chain execution technology, supporting global brands for over 35 years with smarter connected logistics. Over 1,600 organizations around the world put their trust in EPG and its suite of solutions to optimize complex logistics processes from manual to fully automated warehouse environments. EPG ONE™ unified supply chain software centralizes WMS, WCS, WFM, voice solutions, multi-carrier global shipping execution, intelligent route optimization, dock management, contract and billing management, and supply chain control tower, enabling integrated supply chain and logistics management from end-to-end. To learn how EPG powers smarter connect logistics for organizations worldwide, visit epg.com.

About SupplyTech Breakthrough

Part of the Tech Breakthrough organization, a leading global provider of market intelligence and recognition platforms for technology innovation and leadership, the SupplyTech Breakthrough Awards program is devoted to honoring innovation and market disruption in supply chain & logistics technologies,

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services, companies, and products around the world. The annual SupplyTech Breakthrough Awards provide public recognition for the achievements of SupplyTech companies and products in categories including Inventory Management, Supply Chain Visibility, Transportation Management, Material Handling, IoT and Robotics, and more. For more information visit SupplyTechBreakthrough.com.

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