FOR IMMEDIATE RELEASE

Portland, OR — August 12, 2025

SightLine Applications Relaunches as Sightline Intelligence, Announces AiTR Product Aligned with SOCOM Priorities.

A new name and new Aided Target Recognition capability mark next chapter in edge AI for ISR, Loitering Munition, cUAS, and other defense operations

Sightline Intelligence, formerly SightLine Applications, officially launches today following the company's acquisition of Australian defense AI company Athena AI. The launch introduces both a **new brand identity** and a major product release: **Aided Target Recognition (AiTR).**

The rebrand and AiTR product release represent the next phase in Sightline Intelligence's evolution. The company now delivers a unified platform that combines real-time video processing with advanced artificial intelligence to meet the operational demands of modern defense and ISR missions.

> "AiTR is the first of many outcomes from our integrated technology roadmap," said Jon Atwood, CEO of Sightline Intelligence. "It brings together the speed and reliability of Sightline Intelligence's edge video processing with Athena's AI expertise. Most importantly, it is directly aligned with SOCOM's call for practical, field-ready AI."

AiTR: Built for SOCOM, Ready for the Edge

Sightline Intelligence's new AiTR capability is designed to meet the low-SWaP, high-impact requirements of SOCOM, US Army, and other mission-driven defense operations. It enables onboard detection, classification, and tracking in real time. AiTR is deployable as native software on Sightline Intelligence hardware, or as a lightweight software module on existing edge processors or ground stations.

This flexible architecture allows platform providers to add AI-driven decision support without needing to reconfigure existing systems. Sightline Intelligence is also advancing adaptive model training tools that allow operators to fine-tune performance in the field using mission-specific data.

Technology Roadmap Guided by the Field

At SOF Week in May, Sightline Intelligence engaged directly with warfighters, platform integrators, and OEMs. These conversations shaped the unified roadmap now driving the company's product development priorities.

> "Our rebrand isn't just cosmetic. It reflects a deliberate shift in how we build and

deliver solutions," said Mark Boccella, VP of Sales & Marketing. "By aligning directly with feedback

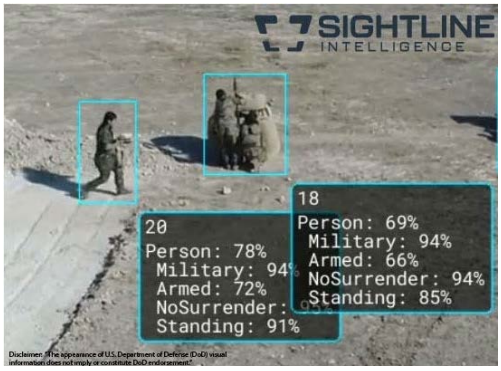
from SOCOM, ARMY, JSOC, PEO UAS, and allied defense forces, we're prioritizing capabilities that matter most in the field."

Global Reach, Unified Platform

Sightline Intelligence solutions are deployed in over 34 countries and support a wide range of ISR, counter-UAS, maritime surveillance, and force protection missions. The integrated hardware/software stack is optimized for UAVs, loitering munitions, and autonomous platforms.

Core capabilities include:

- Ultra low-latency, onboard video processing with robust tracking engine
- AI-powered detection, classification, and decision support (AiTR)
- Precision geolocation and TAK integration
- Lightweight, edge-native deployment options





New Name. New Product. Same Mission.

Sightline Intelligence has launched a new website (sightlineintelligence.com) and LinkedIn presence to showcase its technology, AiTR capability, and product roadmap.

"Sightline Intelligence reflects who we are today and where we are headed," said Stephen Bornstein, Chief Product Officer and founder of Athena AI. "We are delivering advanced capabilities with the flexibility and speed operators need, built for today's missions and tomorrow's challenges."

About Sightline Intelligence

Sightline Intelligence delivers real-time video processing and AI-powered solutions to support faster, smarter decision-making at the tactical edge. With operations in Oregon and Queensland, Australia, our team supports customers in over 34 countries and across defense, ISR, and critical infrastructure missions worldwide.

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