

Device Insight and MakinaRocks combine their expertise for Industrial AI solutions

- Collaboration merges expertise in Industrial IoT, Data Analytics, and Industrial AI
- Focus on accelerating the implementation of AI use cases, from data acquisition to the development of custom algorithms

Munich / Seoul – January 22, 2025 – Munich-based IoT and Data Analytics specialist Device Insight and South Korean AI startup MakinaRocks are launching a strategic partnership. The collaboration aims to accelerate the adoption of AI-powered solutions in production environments, setting new benchmarks in industrial digitalization.

Manufacturing companies face the challenge of leveraging Artificial Intelligence to enhance efficiency and optimize processes. However, implementing AI solutions comes with numerous hurdles — from identifying the ideal scope to ensuring data quality and availability, as well as integrating solutions into existing systems.

This is where Device Insight and MakinaRocks come in, combining their expertise to deliver end-to-end industrial AI solutions. Their goal is to support companies in all technological aspects — from data acquisition, through data governance, to the development of custom algorithms — thereby significantly accelerating the realization of AI use cases.

Strategic synergy for AI success

Device Insight contributes its longstanding expertise in Industrial IoT, Data Engineering, and data-driven process optimization. Through its Data-Driven Factory approach, the company supports clients, such as beverage manufacturer Gerolsteiner, in the holistic digitalization and optimization of production.

MakinaRocks delivers industrial AI solutions optimized for various enterprises, powered by its proprietary AI platform, Runway. By combining its deep domain expertise with AI agents, the company infuses intelligence into every aspect of manufacturing — from autonomous factory operation to enterprise-wide processes — driving transformation across the entire industry. Since its founding in 2017, MakinaRocks has deployed more than 5,000 industrial AI models, serving global manufacturing leaders such as Applied Materials, Samsung, LG, Hyundai, and SK.

“Implementing Artificial Intelligence in manufacturing is not a one-size-fits-all approach,” says Stefan Hübner, CEO of Device Insight. “Every production environment, with its heterogeneous machinery, equipment, and systems, is unique. To successfully realize AI applications that provide long-term value to customers, you need industry and IT experience, and deep expertise in AI and data. With MakinaRocks, we’ve found a partner that perfectly complements our core competencies.”

“We are thrilled to partner with Device Insight, a company recognized for its extensive expertise in industrial digitalization and its deep understanding of manufacturing. This collaboration creates exciting opportunities to engage with European leaders, including Germany, a global leader in manufacturing,” said Andre S. Yoon, CEO of MakinaRocks. “With our industrial AI technology, MakinaRocks will support manufacturers in seamlessly adopting optimized AI solutions across their value chains and accelerating AI Transformation for lasting impact.”



Caption: Stefan Hübner, CEO of Device Insight (left), and Andre S. Yoon, CEO of MakinaRocks, aim to support industrial companies in implementing Artificial Intelligence.

About Device Insight:

Device Insight has been supporting companies in digitalization for over 20 years, focusing on the Internet of Things, Analytics, and AI. The Munich-based company specializes in the global connectivity and smartification of machines, vehicles, systems, and devices, implementing applications in areas such as data collection, condition monitoring, predictive maintenance, data analytics, machine learning, and AI. Leveraging a flexible framework, Device Insight combines proprietary software modules, system integration, and software development to deliver tailored Digital & Data Solutions. The company operates in over 15 countries, collaborating with large enterprises and medium-sized businesses across industries such as machinery and plant engineering, HVAC, commercial vehicles, vending, transportation, energy, and healthcare. Since 2019, Device Insight has been a subsidiary of KUKA, a leading specialist in automation.

About MakinaRocks:

Founded in 2017, MakinaRocks has offices in Seoul and Silicon Valley, with a new Tokyo office set to open in April. As of January 2025, the company employs around 120 people, 75% of whom are technical staff. MakinaRocks serves as an AI partner to leading global manufacturers—Applied Materials, GS, Hanwha, Hyundai, LG, Samsung, and SK—that are also strategic investors. In 2023, MakinaRocks was the only company worldwide selected for the manufacturing category of CB Insights' "AI 100," an annual list of the top 100 global AI startups. The company is also recognized by the World Economic Forum as a Global Innovator and Technology Pioneer. In South Korea, MakinaRocks is a key member of the \$1.8 billion-funded "AI Autonomous Manufacturing Alliance" and has been selected as one of the "Defense Innovation Company 100" for providing defense-specific AI platform.

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