

# Hal9 Helps **Kinder** Toy Innovations Develop Custom AI Solutions

- **Hal9 build a custom AI prototype for Kinder Toy Innovations**
- **Enabled rapid development and iteration, delivering a demo-ready web application**
- **Accelerated Kinder's exploration of innovative toy interaction technologies**

**"Hal9 helped us accelerate innovative toy interaction technologies, enabling our team to move at startup speed"**

Timothy Savas, Manager @ Ferrero

## **Customer**

Kinder Toy Innovations, a division of the Ferrero Group, is dedicated to enhancing Kinder toys through advanced technologies. Known for integrating novel approaches like 3D-printed mechanisms, the team seeks to create engaging, interactive experiences that captivate young users while leveraging modern mobile platforms.

## **Challenge**

Kinder Toy Innovations aimed to explore new AI-driven interaction methods for their toys, moving beyond existing computer vision techniques. The challenge was to develop a proof-of-concept AI system that could process novel inputs, operate efficiently on mobile devices, and support a range of innovative use cases. The solution needed to be prototyped rapidly to validate feasibility and gather feedback, all while aligning with Kinder's vision for future toy applications.

## **Solution**

Hal9 collaborated with Kinder Toy Innovations to create a custom AI prototype using the Hal9 Platform, designed for fast, flexible development of generative AI and data-driven applications. The Hal9 team leveraged its Python-based workflows and Streamlit applications to build a web-based AI solution tailored to Kinder's requirements.

The development process included:

- Exploring and evaluating AI technologies to identify the best fit for Kinder's use case, focusing on performance and compatibility with web technologies.
- Building an initial prototype in Halg to demonstrate core AI capabilities, using Kinder's curated datasets to train a proprietary model.
- Iterating the prototype in Halg based on Kinder's feedback, ensuring the solution met real-world requirements and performed reliably in a web environment.
- Validating the AI model for mobile compatibility, addressing issues to ensure a seamless experience.

Halg worked closely with Kinder's team through weekly meetings, sharing progress, refining requirements, and transferring technical knowledge. The solution was delivered as a research-phase web application, complete with code shared via a GitHub repository, enabling Kinder to further develop it into a mobile-ready module.

## **Results**

In just weeks, Halg delivered a demo-ready AI prototype that showcased Kinder's innovative interaction concepts, impressing stakeholders and laying the groundwork for future development. The web-based AI solution, built entirely on the Halg Platform, allowed Kinder to validate their vision and explore new possibilities for toy interactions. The rapid development cycle and iterative feedback process accelerated Kinder's R&D efforts, positioning them to advance their product roadmap with confidence.

## **About Halg**

[Halg](#)'s mission is to make "Artificial Intelligence Accessible to Everyone", as we believe AI desperately needs to become more accessible for people worldwide to benefit from this new technology. We have a skilled team of engineers, data scientists, and designers working on this effort. Halg partnered with the [Allen Institute for Artificial Intelligence](#) incubator in 2022.