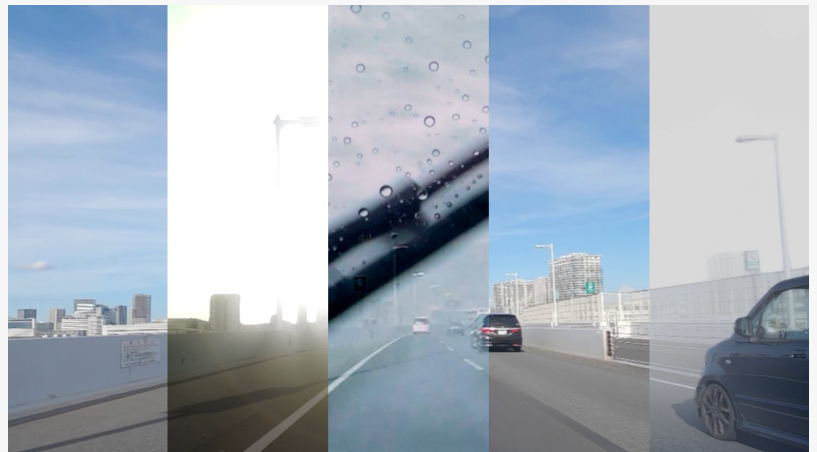


Cognata Launches DriveMatriX GenAI Data Augmentation on Azure NVads V710 v5, Accelerated by AMD Radeon PRO V710 GPUs

*Cognata Launches DriveMatriX
Supervised GenAI Data Augmentation
Service on AMD NVads V710 v5
Accelerated by AMD Radeon™ PRO V710
GPUs on Microsoft Azure*

TEL AVIV, ISRAEL, August 27, 2025 /EINPresswire.com/ -- Cognata, a leader in AI-driven simulation and supervised generative AI data augmentation, today unveiled the general availability of DriveMatriX on Azure's new NVads V710 v5 virtual machines, powered by AMD Radeon™ PRO V710 GPUs and 4th-Gen AMD EPYC™ processors on Microsoft Azure.



DriveMatriX

“

Releasing DriveMatriX on Azure's AMD-powered NVads V710 v5 literally halves the barrier between raw video and production-scale, supervised GenAI datasets,” said Danny Atsmon, CEO & Founder”

Danny Atsmon

“Releasing DriveMatriX on Microsoft Azure's AMD-powered NVads V710 v5 literally halves the barrier between raw video and production-scale, supervised GenAI datasets,” said Danny Atsmon, CEO & Founder, Cognata. “Our customers are already seeing twice the output at roughly half the cloud cost, giving their perception teams an undeniable competitive edge.”

Solving the Perception Bottleneck with Supervised GenAI
As AI models become the backbone of autonomous systems, perception robustness is a growing concern. Collecting real-world video across all edge conditions such

as: night glare, heavy rain, fog, snow, is costly, time-consuming, and sometimes unsafe.

DriveMatriX was created to close this gap. It transforms recorded driving footage into diverse, fully annotated visual variations using Cognata's proprietary RCP (Repeatable • Controllable •

Predictable) supervised GenAI engine. The result: a massive expansion of labeled training data across conditions and scenarios that are underrepresented in natural datasets.

“We built DriveMatriX to give perception teams a way to generate rich and diverse data without burning fuel or waiting for the right storm,” said Danny Atsmon, CEO and Co-Founder of Cognata. “Now with Microsoft Azure’s new AMD-powered infrastructure, they can do it twice as fast and at half the cost.”

Azure NVads V710 v5 Feature	DriveMatriX Benefit
Up to 2.5× faster GPU compute time	Faster time to dataset; fewer cloud hours burned
Fractional-GPU scaling (1/6 to 1 GPU)	Pay-as-you-grow flexibility for any workload
Starting at ~\$0.40/hr	~40% lower TCO vs. previous-gen Azure GPUs
28 GB GDDR6 + ROCm stack	Handles large-frame, multi-camera rendering in one pass
No added GPU licensing fees	Transparent, predictable cloud costs
PyTorch, ONNX, ROS2-ready	Out-of-the-box support for ML pipelines

The Infrastructure Behind the Leap

By using Azure’s latest GPU-powered NVads V710 v5 VM series, DriveMatriX now runs faster, cheaper, and at greater scale:

“Cognata’s DriveMatriX shows how Microsoft Azure’s GPU-accelerated infrastructure and AMD’s high-performance GPUs can help developers turn raw video into production-ready data faster and more affordably. This is the kind of practical generative AI innovation we’re proud to support,” said Dayan Rodriguez, CVP Global Manufacturing and Mobility, Microsoft.

“At AMD, we are driving the transformative impact of high-performance computing on real-world AI challenges,” said David McAfee CVP and GM, Channel Client and Graphics Business, AMD. “Our collaboration with Cognata and Microsoft underscores AMD’s role in powering the next wave of AI-driven video simulation and data augmentation, enabling faster and more efficient iteration across complex, real-world scenarios.”

About Cognata

Cognata provides the industry’s most trusted suite for simulation and supervised GenAI data augmentation. The OneSim portfolio SimCloud, DriveMatriX and DataLab empowers engineers worldwide to develop, test and validate AV, ADAS and perception stacks at unprecedented speed and scale.

Media Contact

shay@cognata.com • +972-52-6649995 • <https://www.cognata.com/drivematrix/>

Shay Rootman
Cognata
+972 52-664-9995

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/834718770>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.