

Prime Vision and Dell Technologies win Computable Award 2025 with innovative AI sorting project

20 November 2025

Prime Vision, together with Dell Technologies, has won the Computable Award 2025. The prize was awarded for the project "Efficient Sorting with Vision AI and Robotics," a groundbreaking solution that combines artificial intelligence, robotics, and edge computing for efficient parcel sorting.

The Computable Awards annually recognise the most innovative ICT projects in the Netherlands. The solution won in the Large Business ICT Project category and makes parcel and letter sorting more scalable, flexible, and future proof, even during peak volumes.

Innovative Technology Combination

The award-winning project combines three core technologies: Vision AI identifies parcels and letters using 2D and 3D image data, even with damaged labels, unclear addresses, or irregular shapes. Autonomous sorting robots handle the physical sorting process, reducing manual labour and increasing throughput. Edge computing servers process data in real-time on-site, eliminating latency, enhancing security, and ensuring operational continuity.

"This recognition confirms our vision that advanced technology can fundamentally transform the sorting industry," says Julian Gonzalez Verbeek, Technology Director at Prime Vision. " By integrating Vision AI, robotics, and edge computing, we help organisations modernise their operations without fully replacing existing systems.

Our scalable edge computing solution delivers all the benefits of cloud computing, without the high costs and latency associated with centralised cloud solutions.

Jean Jacques Kroesbergen, Regional Business Lead – Netherlands, Dell Technologies

"Winning this award alongside our valued customer, Prime Vision, is a testament to the power of collaboration and shared vision. Together, we've demonstrated how edge computing and AI can drive real business outcomes and create value, proving that legacy infrastructure and cutting-edge innovation can go hand in hand. This recognition is a celebration of our shared commitment to innovation, collaboration, and success."

Vendor-Agnostic Platform

Prime Vision delivers an intelligent and configurable platform that seamlessly integrates with existing sorting machines, data logic, and business rules. The vendor-agnostic approach enables organisations to innovate step by step and optimise every component of their operation.

The solution was specifically developed for the challenges facing sorting centres: minimal downtime tolerance, efficiency management, legacy infrastructure, and increasing competitive pressure.

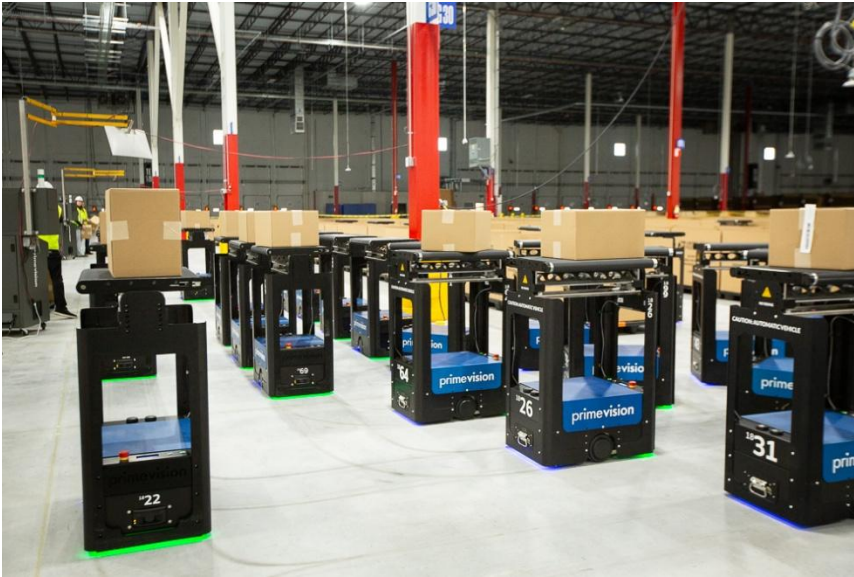
Image captions:

Image 1: Prime Vision and Dell Technologies have won the Computable Award 2025 for their Vision AI and robotics solution for efficient parcel sorting.



Image 2: Prime Vision's intelligent, vendor-agnostic platform integrates with existing systems, helping organisations optimise every step of their sorting process.

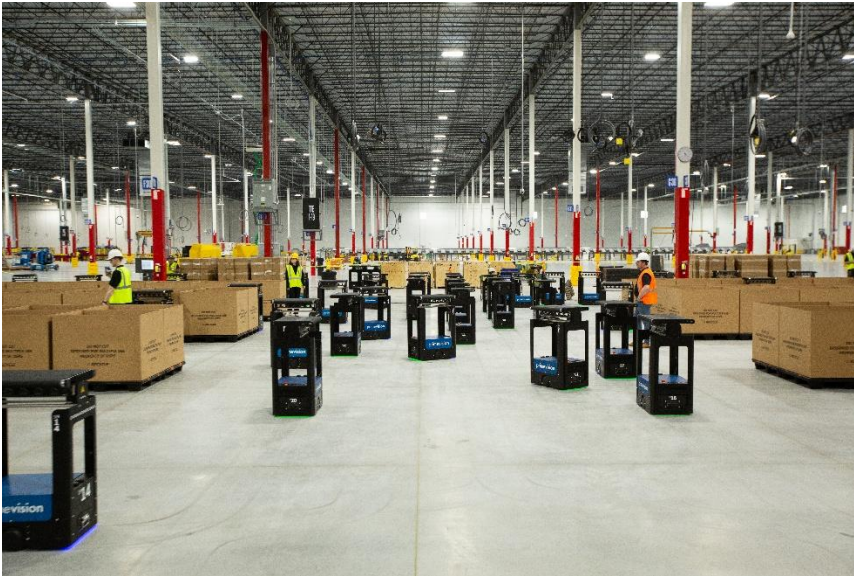


Image 3: The award-winning project uses Vision AI to identify parcels and letters from 2D and 3D data, even with damaged labels or irregular shapes.

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About Prime Vision

Prime Vision is a global market leader in computer vision integration and robotics for e-commerce and logistics. As an award-winning company, Prime Vision designs and integrates solutions using the latest recognition, identification, and robotic technologies to optimise the automation of sorting processes.

For more information, visit <https://primevision.com/>

About Dell Technologies

Dell Technologies (NYSE:DELL) helps organizations and individuals build their digital future and transform how they work, live and play. The company provides customers with the industry's broadest and most innovative technology and services portfolio for the AI era.

For more information, visit: www.delltechnologies.com/

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