MEDIA RELEASE

BlueCallom Launches New No-Code Generative-AI Development Platform

Prompt and Agent Designer will no longer need to code interfaces, model extensions, function calls, APIs, in conventional programming languages.

FOR IMMEDIATE RELEASE

Zurich, Switzerland, June 17th, 2024 - BlueCallom is a leading innovator in Generative-AI development platforms for prompt engineers, prompt and agent developers, and Gen-AI developers. Their flagship no-code solution, GPTBlue, allows individuals without technical expertise to create and deploy advanced applications. By removing the requirement for traditional programming expertise, GPTBlue significantly reduces development time and costs, accelerating the deployment of Generative-AI technology. Additionally, it supports professional prompt engineers in crafting, testing, and deploying sophisticated prompts, making high-level prompt engineering accessible to a broader audience and maximizing the potential of Generative-AI.

Making AI Accessible Through No-Code

No-code solutions empower individuals without technical backgrounds to create and deploy sophisticated applications, democratizing technology and fostering innovation. By eliminating the need for conventional programming language skills, GPTBlue reduces development time and costs. This allows faster iteration and deployment, making the Generative-AI technology attainable to a broader audience. This accessibility enhances productivity and creativity, as users can focus on problem-solving and implementing ideas. AI Prompts serve as a bridge between people and AI, helping users clearly express what they need so the AI can respond effectively. Frustration with poor results often comes from unclear instructions and not predicting what the AI will do. GPTBlue addresses these issues by guiding users through an easy, no-code process to create prompts, ensuring near-prefect results.

The Frustration With Mediocre Prompts

While prompting is initially impressive, it soon reaches considerable frustration. It appears as if the AI system is not smart enough to create the expected results. However, our research

indicated that the root cause can be found in the lack of well-defined articulation of what a person means, wants, or expects. This is also the reason for the rise of Prompt Engineering. GPTBlue was initially developed to solve the articulation problem by guiding a person through the design of a great question or detailed request. The more complex a business case is, the more important is an AI-Agent to help solve those problems. In the past, it required specially trained Gen-AI designers to craft complex prompts, agents, function calls, or enhancing an entire model. The new No-Code version of GPTBlue allows those steps to be conducted by anybody.

GPTBlue assists professional prompt designers in crafting, testing, and deploying advanced prompts and agents. That includes also model fine tuning, function call development, Iterative process development, conditional prompts, autonomous prompt handling, and even auto stimulated prompt development. Many of those features are already available today. Several more features including intelligent multi-agent networks and neuronal operation agents will be available in upcoming updates.

About BlueCallom

BlueCallom is at the forefront of high-performance, high-productivity prompt engineering technology for generative AI. The company provides an integrated platform for creating, delivering, using, and managing professional AI prompts. Customers appreciate its advanced product design, user-friendly interface, and corporate-wide controlled prompt distribution. BlueCallom offers the ability to deliver prompts in both protected and open-source modes, ensuring measurable prompt productivity. Independent developers partner with BlueCallom for its Prompt-IP protection and recurring revenue model.

In May 2024, BlueCallom was nominated for the German Innovation Award, and its CEO was awarded "Most Influential CEO 2024 Switzerland in Gen AI Business Solutions."

PR Contact

Marita Schultze
marita@bluecallom.com
+41 (79) 305 2885