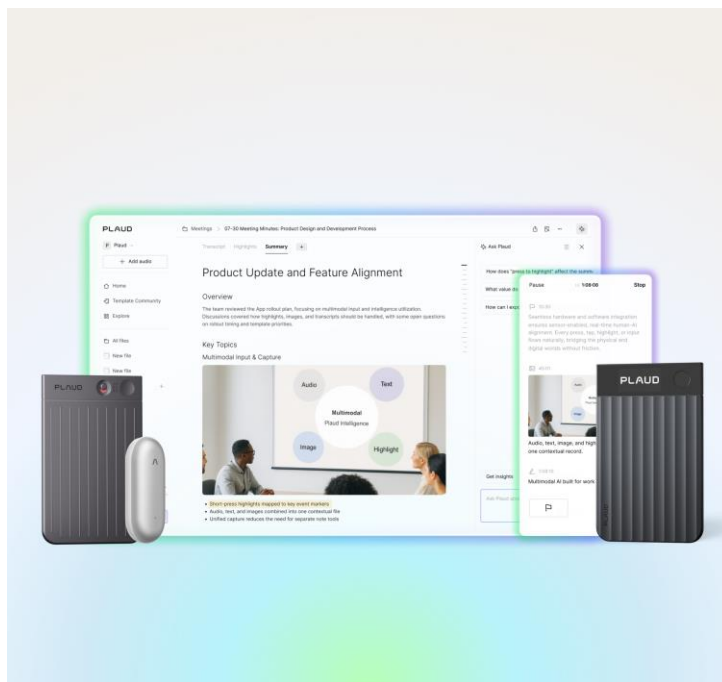


Plaud Intelligence 3.0 Unveiled: Amplifying Conversation Intelligence to Elevate Productivity and Performance

London, October 9, 2025 – Plaud Inc. today officially launches Plaud Intelligence 3.0 on both its App and Web portals. The next evolution of professional note-taking integrates multimodal capture, contextual AI, multidimensional summaries, and more, pioneering how conversation intelligence is amplified.

One of the revolutionary features released is the “Press to highlight”. By a short press on Plaud device or a tap in Plaud App, Plaud marks the moment instantly, signalling to AI what matters most and achieving real-time human-AI alignment so insights remain accurate, actionable, and aligned with your intent.



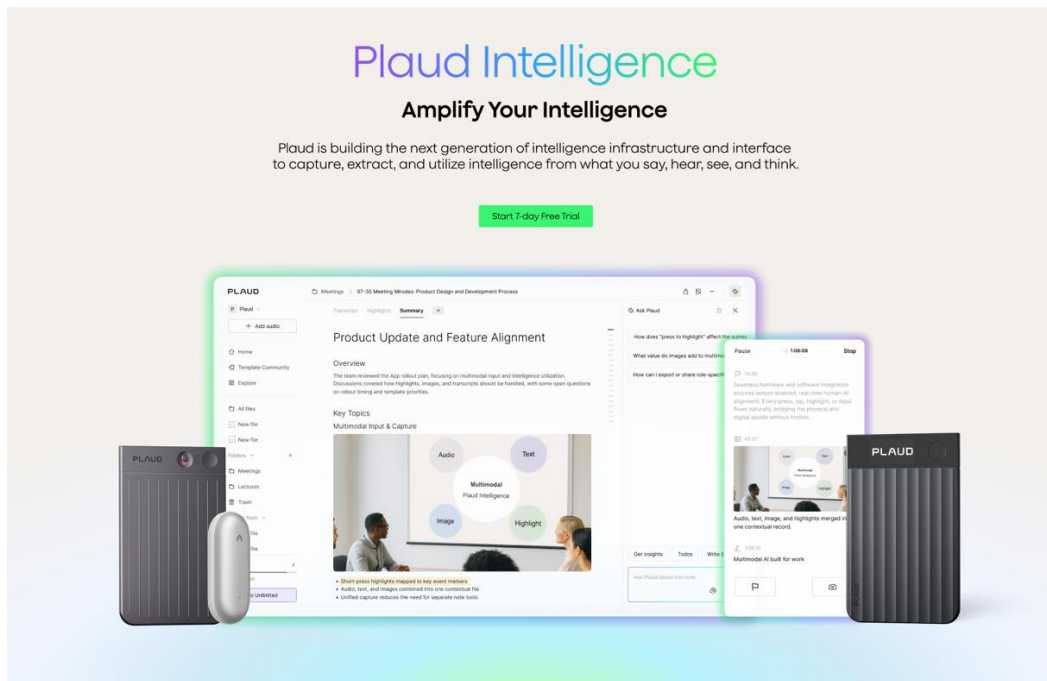
Conversation Intelligence Was Poorly Utilized

A large part of work nowadays happens through conversation. Conversation is the most human, powerful form of expression.

It might be a key comment in a meeting, a moment of clarity during a client call, or an idea sparked during a discussion. These moments carry real value. You contribute, listen, and do your best to carry them forward.

But they're easy to forget, hard to revisit, and rarely written down. What's lost isn't just information; it's understanding: the intent behind a decision, the nuance in a question, and the quick alignment that happens in real time.

Too often, the intelligence sparked in our minds never gets captured, understood, or turned into action.



The Ideation of Plaud Intelligence

Plaud's philosophy is to pursue the frontier of intelligence through the combination of hardware and software.

Plaud believes that conversation is a form of intelligence. It's where ideas begin, decisions are made, and meaning is shared. Conversations are projections of how intelligence perceives and understands the world. Yet historically, the intelligence embedded in conversations has never been well captured or structured—and therefore could not be used.

For the first time, AI can truly understand human language. The intelligence hidden in conversations can now be captured, extracted, and utilized—fundamentally transforming how people work, especially for those who create and deliver value mostly through conversations—executives, salespeople, clinicians, lawyers, consultants, educators, content creators, etc.

Plaud isn't just another tool. It's a movement for intelligence empowerment to turn conversations into actionable insights and seamless workflows.

Plaud Intelligence 3.0 Empowers Sensor-Enabled Real-Time Human-AI Alignment

Plaud Intelligence 3.0 delivers a leap forward—transforming fleeting conversations into compound intelligence through the combination of hardware and software. With this new release, professionals experience a true upgrade: moving from basic recording, transcripts, and summaries to multimodal capture, contextual extract, and powerful utilization.

Capture: From audio capture to multimodal input. One long-press to record audio, a short-press or tap to highlight, input text to add context, and even enrich conversations with images. What once required multiple tools is now unified in one simple, fluid motion.

Extract: From over 3,000 summary templates to contextual multidimensional summaries. With 360° View, a single conversation generates multiple summaries tailored to every role—action items for sales, data and insights for managers, and strategic overviews for leadership. Auto-Generation adapts seamlessly to meeting templates, languages, speaker labels, and custom vocabulary.

Utilize: From Ask AI to reference-based Ask Plaud. Instead of generic responses, every answer is linked to the source. Save an answer as a note, follow smart suggestions to go deeper, or use global search to ask across files. Each question leads to clarity you can trust.

Users can now experience Plaud Intelligence through both the Plaud App and Web.

Pursuing the Frontier of Intelligence

Plaud sets the standard for amplifying your intelligence. Plaud's vision is to build the next generation of intelligence infrastructure and interface to capture, extract, and utilize intelligence from what you say, hear, see, and think.

"We uphold originality and taste as core values, pioneer the frontier of intelligence, and believe in the promise of AI to unlock human potential," says Nathan Xu, cofounder & CEO at Plaud. "Plaud Intelligence 3.0 is more than a product launch—it's a leap forward in how humans and AI work together. We've designed it to amplify intelligence, not replace it. Plaud is just as your Chief of Staff."

What differentiates Plaud

With multimodal AI, Plaud captures, extracts, and utilizes intelligence from what you say, hear, and think—turning fleeting moments into lasting insights.

Seamless hardware and software integration ensures sensor-enabled, real-time human-AI alignment. Every press, tap, highlight, or input flows naturally, bridging the physical and digital worlds without friction.

Plaud remains unwaveringly focused on professional-grade workflows. While others are still trying to catch up, Plaud continues to lead the very category it defined—delivering intelligent, professional, and secure solutions for professionals worldwide.

Plaud is committed to delivering innovation with trust. With **SOC 2, HIPAA, GDPR, and EN18031 compliance**, every conversation is protected to the highest standards, giving professionals the confidence to adopt AI securely.

Professionals can now experience Plaud Intelligence 3.0 today—available at [plaud.ai](https://www.plaud.ai).

About Plaud

Plaud is building the world's most trusted AI work companion for professionals to elevate productivity and performance through note-taking solutions, loved by over 1,000,000 users worldwide since 2023. With a mission to amplify human intelligence, Plaud is building the next-generation intelligence infrastructure and interfaces to capture, extract, and utilize what you say, hear, see, and think.

Plaud Inc. is a Delaware-incorporated, San Francisco-based company pushing the boundary of human–AI intelligence through a hardware–software combination. With full SOC 2, HIPAA, GDPR, and EN18031, compliance, Plaud is committed to the highest standards of data security and privacy protection.

To learn more about Plaud, please visit <https://www.plaud.ai> and follow along on [Instagram](#), [X](#), [Facebook](#), [LinkedIn](#), and [YouTube](#)

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