



AI Brand Leader Report

Multimodal Memory Platforms

itbrandpulse.com



Executive Summary

This report presents the results of 220 votes from the AI developer community for Market Leader and Innovation Leader for Multimodal Memory Platforms, 1 of 26 products in the AI Engineering stack covered by March 2026 AI Brand Leader surveys.

This was by far the most difficult product taxonomy we've ever built because the AI engineering market is moving so fast, it's highly fragmented, full of new names, conflicting definitions, and the offerings in the product categories often overlap with the capabilities of products in other categories.

We're confident the taxonomy we use next year will look very different.



We define Multimodal Memory Platforms as systems that ingest, index, store, and retrieve memory across multiple data modalities, including video, audio, images, and text, to enable AI applications and agents to reason over rich, unstructured data.

These platforms provide capabilities such as semantic video search, temporal indexing, multimodal embeddings, cross-modal retrieval, and persistent context across media types. They represent a foundational layer for AI systems that operate beyond text, enabling perception, memory, and reasoning across real-world data.

The March 2026 IT Brand Pulse survey shows a competitive but structured landscape. Twelve Labs leads the Market Leader category while Memories.ai leads in Innovation. This split between market leadership and innovation leadership suggests that Twelve Labs currently holds stronger developer mindshare and adoption, while Memories.ai is increasingly viewed as the vendor pushing the category forward technically.

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What it means

Market leadership is not simply about size or revenue. In the AI world, it signals a brand's ability to set direction for the industry. A market leader defines categories, influences standards, attracts ecosystems, and becomes the default choice for buyers who want confidence and continuity.

Why it matters

AI buyers, especially enterprise buyers, want stability as much as innovation. They want to know the product they invest in today will exist, grow, and be supported tomorrow. Market leaders create this assurance.

The AI compute, storage, and networking market is in relentless flux. Technology leaps, pricing shifts, and competitive plays happen at breakneck speed. Brand leadership whipsaws as yesterday's innovators become today's laggards, while new entrants seize fleeting advantages. Perceptions shift constantly, creating volatility in trust, adoption, and market dominance. In this environment, market leadership becomes a stabilizing force.

In AI infrastructure, brands like NVIDIA and Dell demonstrate this dynamic. When IT Brand Pulse surveys AI infrastructure professionals, these brands emerge as primary benefactors, leveraging scale, ecosystems, and innovation to capture mindshare, reinforce leadership, and amplify perceptions of enduring strength and trust.

Market leadership becomes a strategic moat, one that can outlast technological cycles. A strong market leader builds ecosystem gravity that attracts developers, partners, integrations, and corporate alliances. Developers learn CUDA; universities teach CUDA; startups build on CUDA. This ecosystem gravity makes market leadership self-reinforcing in ways that pure technical advantages cannot match.



What it means

In AI, innovation is not optional. It's survival. Intelligence & innovation leadership represents a brand's ability to push boundaries, pioneer new capabilities, and deliver meaningful advancements before competitors. It's not about hype. It's about consistently releasing smarter models, introducing new techniques, improving performance, speed, and efficiency, challenging assumptions and solving previously unsolved problems

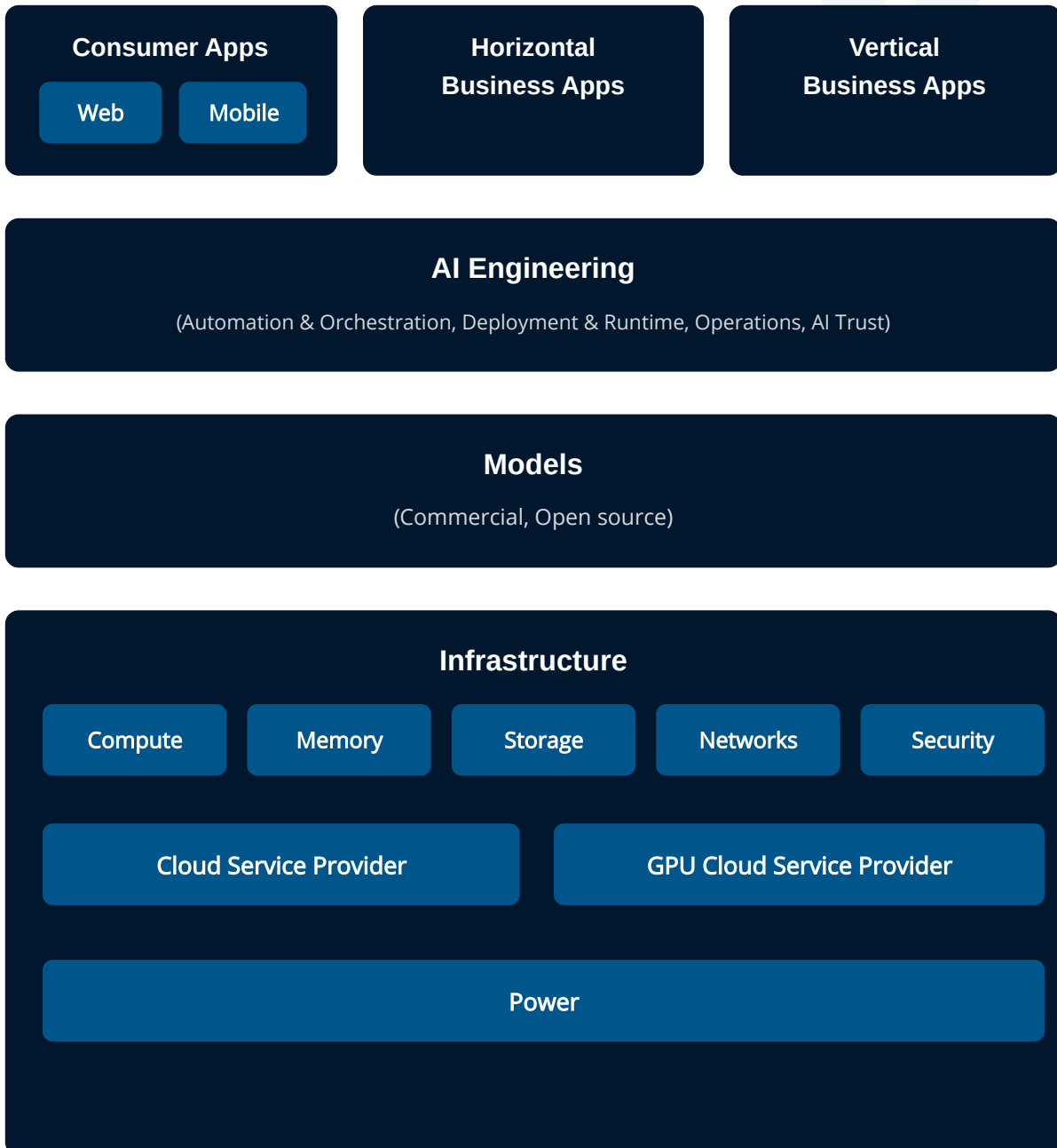
Why it matters

AI companies are judged by their rate of progress. Buyers want assurance that a brand's solutions won't fall behind as models and hardware evolve. Innovation demonstrates vitality, proof that the brand is not static. Innovation leadership attracts top engineering talent, fuels investor confidence, inspires developers to build on the platform, signals that the brand is shaping the future, not reacting to it.

In a market where yesterday's breakthrough becomes today's baseline, intelligence leadership is one of the strongest predictors of long-term viability. The brands that win are those that make others react to them, not the other way around. Consider how quickly the landscape shifts: a model architecture that was revolutionary six months ago is now table stakes. Inference speeds that were impressive last quarter are now minimum requirements. In this environment, a brand's innovation velocity becomes a signal of its future relevance. Buyers aren't just evaluating what a brand can do today; they're evaluating whether it will still be leading tomorrow.

AI Product Taxonomy

The Multimodal Memory Platforms covered in this survey are part of the AI Engineering layer in the IT Brand Pulse AI Product Taxonomy. AI Brand Leader surveys are based on the product groupings below with shared characteristics, intended use, target customer, and other criteria.



AI Engineering Stack

Below is the stack of 7 product categories and 26 sub-categories, including Multi-modal Memory Platforms, that makeup the AI Engineering layer in our AI Product Taxonomy.

Development

- AI Model Development Frameworks
- Foundation Model Platforms
- LLMOps Platforms
- AI Agent Development Frameworks
- AI App Builder Platforms

Context & Memory

- AI Context Engineering Platforms
- AI Memory Platforms
- Multimodal Memory Platforms
- Knowledge Graph Platforms
- Vector Databases

Data & Retrieval

- Feature Stores
- Synthetic Data Platforms
- Data Labeling Platforms

Automation & Orchestration

- AI Workflow Automation Platforms
- Agent Orchestration Platforms
- AI Integration Platforms
- Deployment & Runtime
- Model Serving Platforms
- AI Inference Optimization Platforms
- AI Application Platforms

Operations

- AI Observability Platforms
- AI Evaluation Platforms
- Experiment Tracking Platforms
- Model Registry Platforms

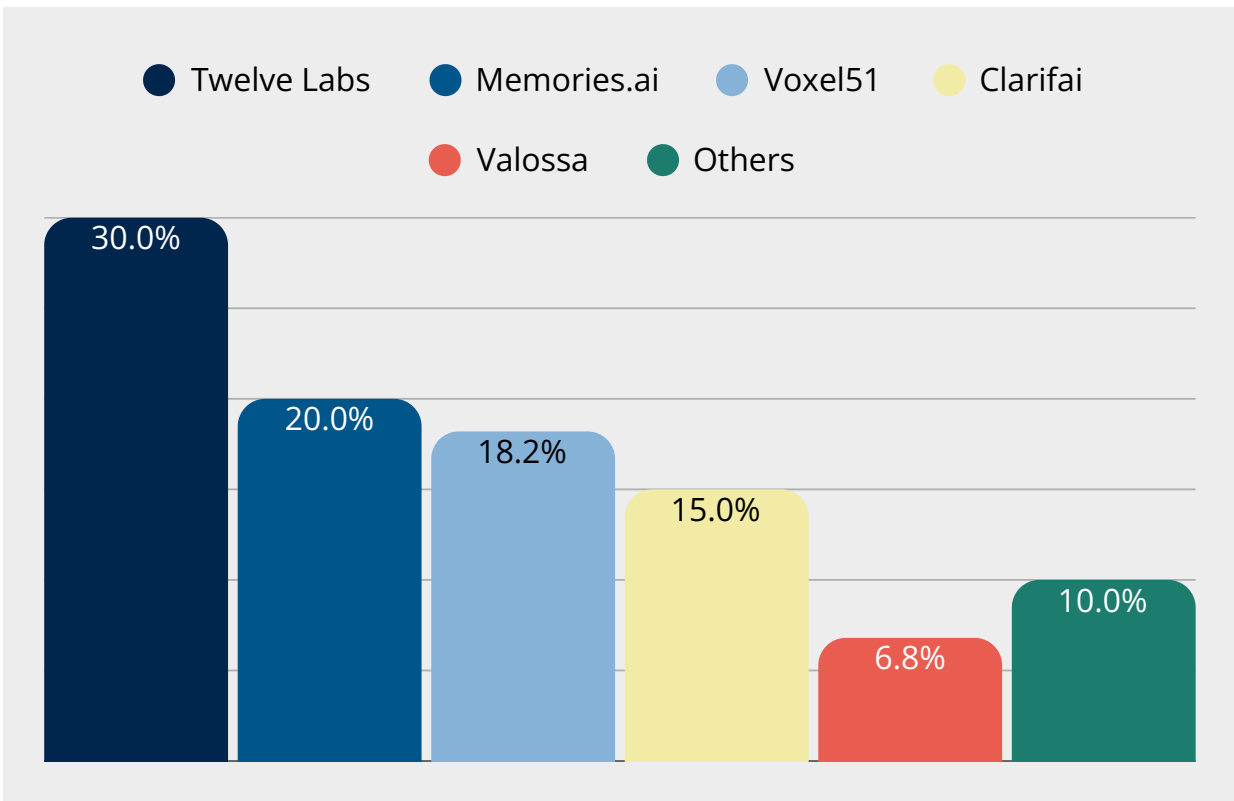
AI Trust

- AI Governance Platforms
- AI Security Platforms
- AI Guardrails Platforms

Multimodal Memory Platforms



The AI developer community voted Twelve Labs as the Market Leader with 30.0% of votes, ahead of Memories.ai at 20.0%, resulting in a 10-point spread. This margin indicates a clear leader, though not an unchallenged one. With roughly half of the remaining votes distributed across Voxel51, Clarifai, Others, and Valossa, the category remains competitive and far from consolidated.

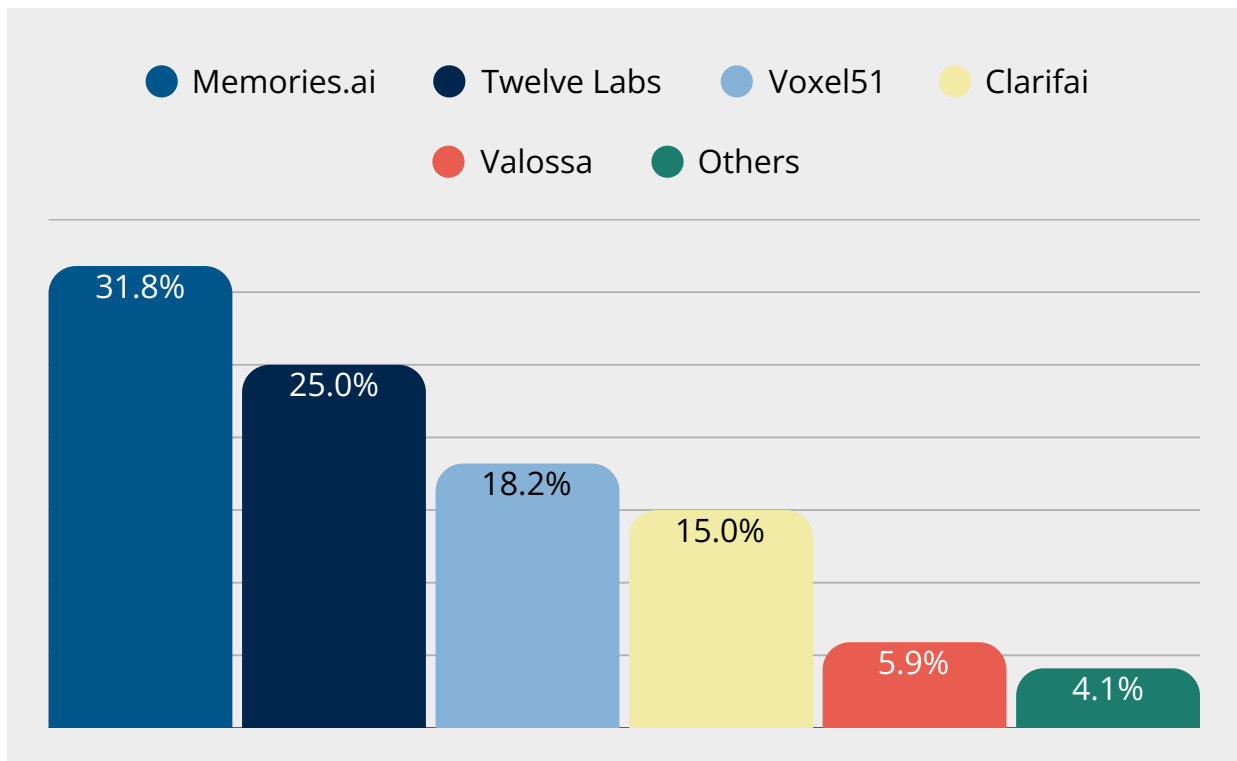


Twelve Labs' leadership is likely driven by its strong positioning in video-first multimodal intelligence, a highly visible and high-demand use case. Its developer-friendly APIs, focus on temporal video understanding, and early traction in production use cases have translated into durable mindshare. While Memories.ai and Voxel51 are strong contenders, they currently trail in perceived adoption and ecosystem presence.

Multimodal Memory Platforms



The AI developer community voted Memories.ai as the Innovation Leader with 31.8% of votes, ahead of Twelve Labs at 25.0%, resulting in a 6.8-point spread. This indicates a clear but not dominant innovation lead, with meaningful competition from Twelve Labs and Voxel51. Unlike categories where innovation is concentrated in a single vendor, these results show a dynamic innovation landscape.



Memories.ai's innovation leadership reflects its focus on persistent multimodal memory, contextual recall, and cross-session intelligence, which address one of the hardest problems in AI: maintaining continuity over time across modalities. Memories.ai is innovating in how that information is stored, structured, and reused, which is increasingly critical for agentic systems.



Looking Forward



Predictions

1. The AI engineering category will shift toward systems of perception + memory.

AI engineering will evolve from model-centric pipelines into architectures that combine multimodal perception with persistent memory requiring a taxonomy layer for Perception and Memory Systems. Intelligence increasingly depends on both understanding data and remembering it over time. Brand leader voting will favor vendors that unify these capabilities.

2. The development sub-category will evolve into agent memory environments.

Development will no longer be defined by frameworks and APIs alone, but by environments that support stateful, memory-driven agents. Developers will prioritize platforms that manage memory, context, and retrieval as first-class components. As a result, voting will shift from “which tool is best” to “which platform enables persistent, intelligent agents.”

3. Multimodal Memory Platforms will split into perception leaders and memory architecture leaders.

The category will bifurcate into Perception leaders (e.g., Twelve Labs, focused on multimodal understanding) and Memory architecture leaders (e.g., Memories.ai, focused on persistence and recall). As a result, IT Brand Pulse will likely refine the taxonomy into subcategories such as Multimodal Perception Platforms and Multimodal Memory Systems.



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AI Brand Leader Program

IT Brand Pulse Brand Leader Awards are voted by thousands of IT professionals, not algorithms or small judging panels. Our surveys measure brand perception across the Five Pillars of AI brand leadership, giving winners credible, third-party validation that resonates with customers, analysts, and investors.

See the latest survey results at:

<https://itbrandpulse.com/brand-leader-program>.





Industry First Program

IT Brand Pulse's Industry First Program provides independent, third-party validation that you were first to deliver a meaningful AI innovation. Our analysts verify your timeline, technical claims, and market precedence, then publish a comprehensive validation article documenting your achievement.

See the latest industry firsts and nominate your product at: itbrandpulse.com/industry-first.



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