



# Fashion+

*Powering advertising and  
commerce behind images through  
mobile apps*

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# Interactive Client Engagement

Millions of people everyday actively view images across hundreds of magazines and ads.

***Fashion+*** let these potential clients have a quicker and more interactive access to information related to products of their interest and an easier way of shopping.

***Fashion+*** produces a higher engagement than traditional advertising channels.

# What Fashion+ offers

**Fashion+** supports services like online shopping stores and fashion websites by using visual recognition

**Fashion+** enhances the offer of fashion companies by making it easier to shop on their websites and to enjoy additional services



# Fashion+: how it works

User scans an image on magazines/commercials /physical items with the **camera** of his mobile device

**Fashion+** recognizes it

And activates the **underlying actions**



# Fashion+: underlying actions

- [Extra details](#) (description, models, colour, size, price, comments, advice about outfits, etc.)
- [Gallery](#) (see new and old collections)
- [Videos](#) (fashion shows, ads)
- [Links](#) to the online stores
- [Share](#) (share contents on Twitter, Facebook, Instagram)
- [Store Locator](#) (find the nearest stores)



# VeMIR for mobile apps

**Fashion+** is based on VeMIR Technology (**V**isual **E**ngines **M**obile **I**mage **R**ecognition)

VeMIR allows to build mobile apps (iOS, Android, Windows Phone) to recognize objects by scanning them with the camera of a smartphone or tablet

VeMIR platform offers advanced solutions for:

- ▮ **Augmented** contents and advertising
- ▮ **Visual** shopping
- ▮ Mobile tourism

# Strengths

Our **Visual Recognition** is highly **fast**, **efficient** and **reliable**.

It works well even:

- in case of **distortions** of the images;
- in an **immersive** real-life context;
- with a **bad lighting**;
- with partially **hidden** images;
- with a **wide range** of images;
- with **physical objects**;
- with **videos** (stream of images)



# Examples

Try pointing your camera to the following pictures and see what happens:

#visualbraccialini

braccialini





# Examples

**BVLGARI**  
AQVA  
DIVINA  
THE NEW FRAGRANCE FOR WOMEN



# Examples



# Visual Engines: who are we?

Visual Engines is a startup which offers innovative solutions based on **visual analysis, research and recognition** technologies

Founded by researchers of **ISTI-CNR** of Pisa and by **INERA** Ltd., it has high technological expertise

Its **mission** is to use a high level of technology to make **life more enjoyable**, in all its aspects.

Visual Engines key assets are:

- **VePAIR**: a toolkit for Visual Information Retrieval
- **VeMIR**: a platform for Visual Object Recognition

# The Team



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