

Fashion+

Powering advertising and commerce behind images through mobile apps



Visual Engines s.r.l.
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Visual Engines (VE) is a company founded by the researchers of the Information Science and Technologies Institute (ISTI) of the National Research Council (CNR) in Pisa, together with Inera Ltd.

VE develops technologies and software products based on automatic visual analysis, search and recognition.

VE offers two products: **VeMIR**, a SDK to build mobile applications, and **VePAIR**, a visual retrieval engine to be used on large visual archives.

Both solutions benefit from indexing strategies that are able to deal with a very large amount of images (hundreds of millions) with a very limited hardware, which makes it possible to serve visual queries with sub-second response time with a limited budget.

Applications that can be realized by using VE tools include Smart Access to Cultural Heritage, Smart Tourism, Visual Archives Management, Copyright Infringement Detection, Smart Shopping and Augmented Contents and Advertising. Efficiency and scalability, which are the main technological advantages of the proposed solutions, make it possible to manage a huge amount of data both on powerful servers and on small smart devices such as smartphones and tablets.

Fashion+ is an application supporting services like online shopping stores and fashion websites by using visual recognition, thus enhancing the offer of fashion companies by making it easier to shop on their websites and to enjoy additional services.

Fashion+ can be easily customized so as to cater to the clients needs (i.e. the name of the app can change depending on the brand of the fashion company involved). It's extremely easy to use, also for those who don't have a good IT knowledge: any user scans:

- an image on magazines/ads
- a video (commercials, fashion shows)
- a physical object

with the camera of his mobile device, so that Fashion+ recognizes it and activates the underlying actions:

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

The reason why **Fashion+** is so innovative is because it lets potential clients have a quicker and more interactive access to information related to products of their interest and an easier way of shopping.

This app produces a higher engagement than traditional advertising channels. **Fashion+** was created by using **VeMIR** technology.

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