

Fashion+

Powering advertising and commerce behind images through mobile apps

Andrea Pini

andrea.pini@visualengines.com



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

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





VeMIR for mobile apps

Fashion+ is based on VeMIR Technology (Visual Engines Mobile Image Recognition)

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:

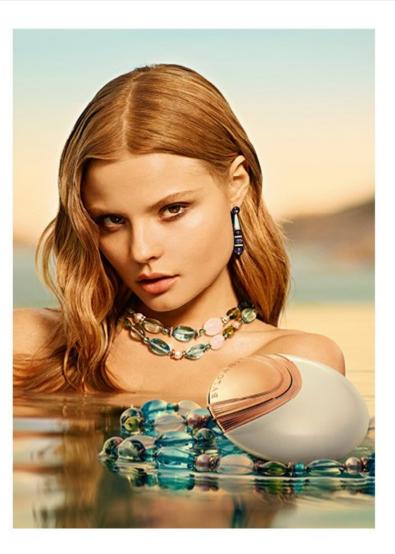




Examples

BVLGARI

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 <u>high technological expertise</u>

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



Fausto Rabitti

Research Director and Head of NeMIS Laboratory at ISTI-CNR





Giuseppe Amato PhD, Researcher at ISTI-CNR. Leader of VISITO Tuscany

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Fabrizio Falchi PhD, MBA, Eng, Researcher at ISTI-CNR



Claudio Gennaro PhD, Eng, Researcher at ISTI-CNR



Paolo Bolettieri CTER at ISTI-CNR



Franca Debole PhD, Researcher at ISTI-CNR