

MOBILE VISUAL SEARCH

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CORTEXICA
FIND SIMILAR FASHION

About Cortexica

Global leader in **mobile image search** technology for fashion

- **We provide the visual search “engine” that empowers consumers to match their images to retailers inventory**
- 5 major patents granted in US & EU for revolutionary high impact mobile visual search technology
- Bio-inspired computer science & technology backed by long-standing relationship with Imperial College London
- Office locations in London, San Francisco & NYC

1.5m

Current inventory images under management .

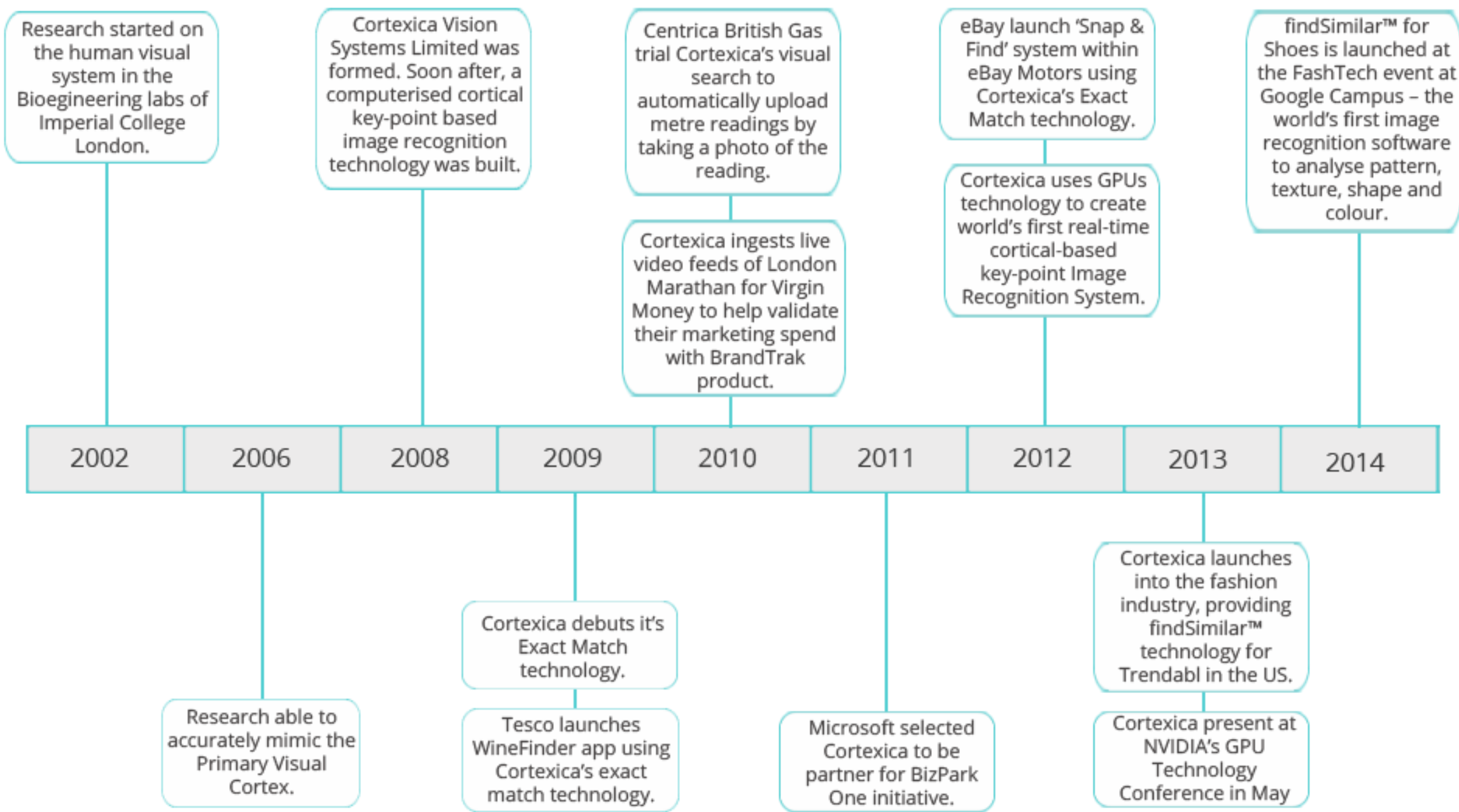
2m+ and counting...

Mobile visual searches made using findSimilar™

Cortexica's visual search platform is without doubt the leading technology in this space today “

- Forrester 2014







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What we do

Connecting fashion **consumers** to retail **inventory** via user-generated images



Customers take a photo of any item



They are shown the most similar items within categories of product inventory



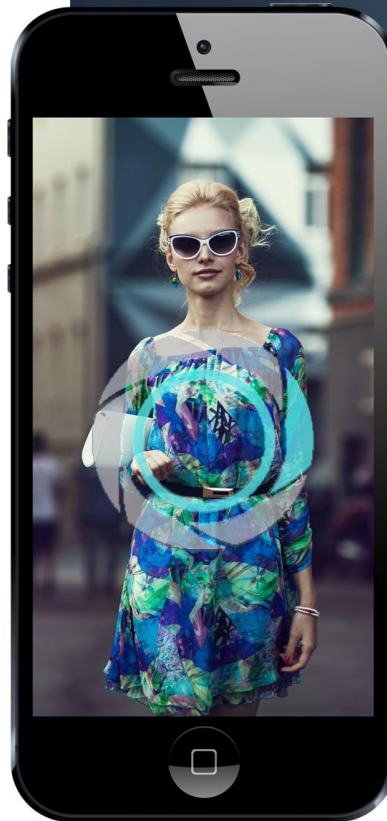
Customers are more likely to buy an item

“Visual Search will have a profound and lasting impact on shopping habits and retail rituals; visual discovery will increase in demand when shopping online and from mobile.”

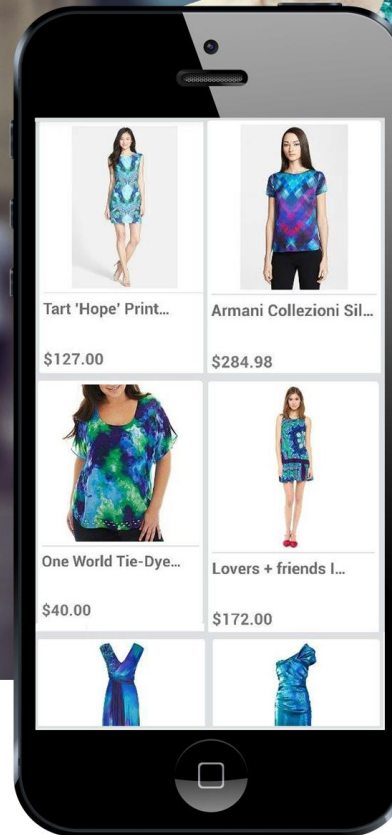
- WGSN Trend Forecasters, 2014

How it works

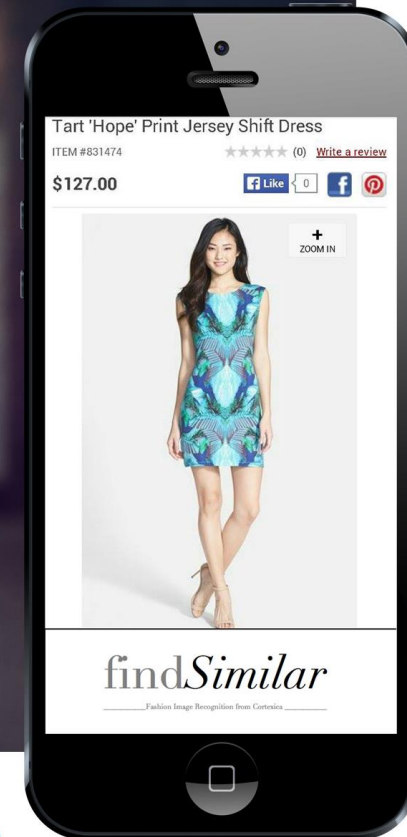




Take a photo or upload
any image.



findSimilar will show you
matches based on shape,
colour and texture.



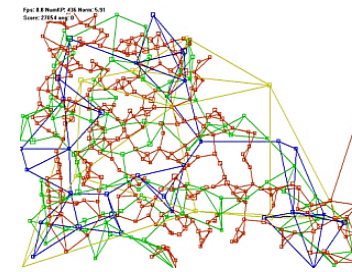
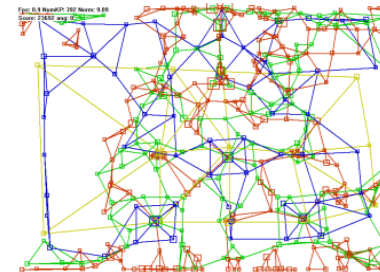
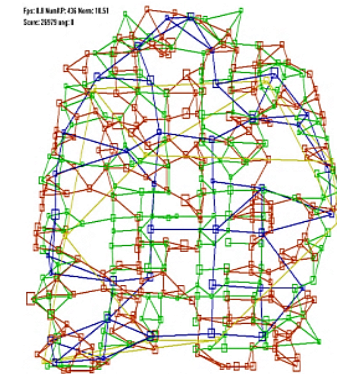
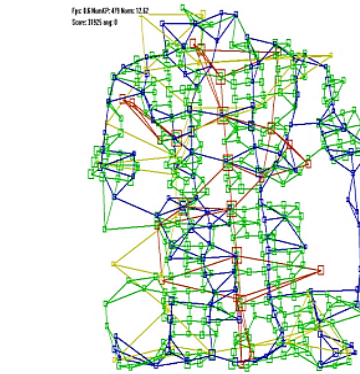
Choose from hundreds
of results to shop the
look.



findSimilar™

- Biologically-inspired image recognition and retrieval system
- Handles challenging images, containing varied lighting, occlusion by other objects, varying object distances, cluttered backgrounds, and differences in viewing angles
- By taking a picture to find a similar product, the search process is sped-up and offers superior results to traditional text searches

When sampling an image, the system looks for keypoints surrounding the query image and it uses those to determine the results that should be returned.



Central Weighting 2.0

- Prior to Central Weighting v2.0 the keypoints found in an image were wide spread.
- After Central Weighting v2.0 the keypoints found are much more focussed on the target subject of the image.



Photo A - Before Central Weighting v2.0



Photo B - After Central Weighting v2.0

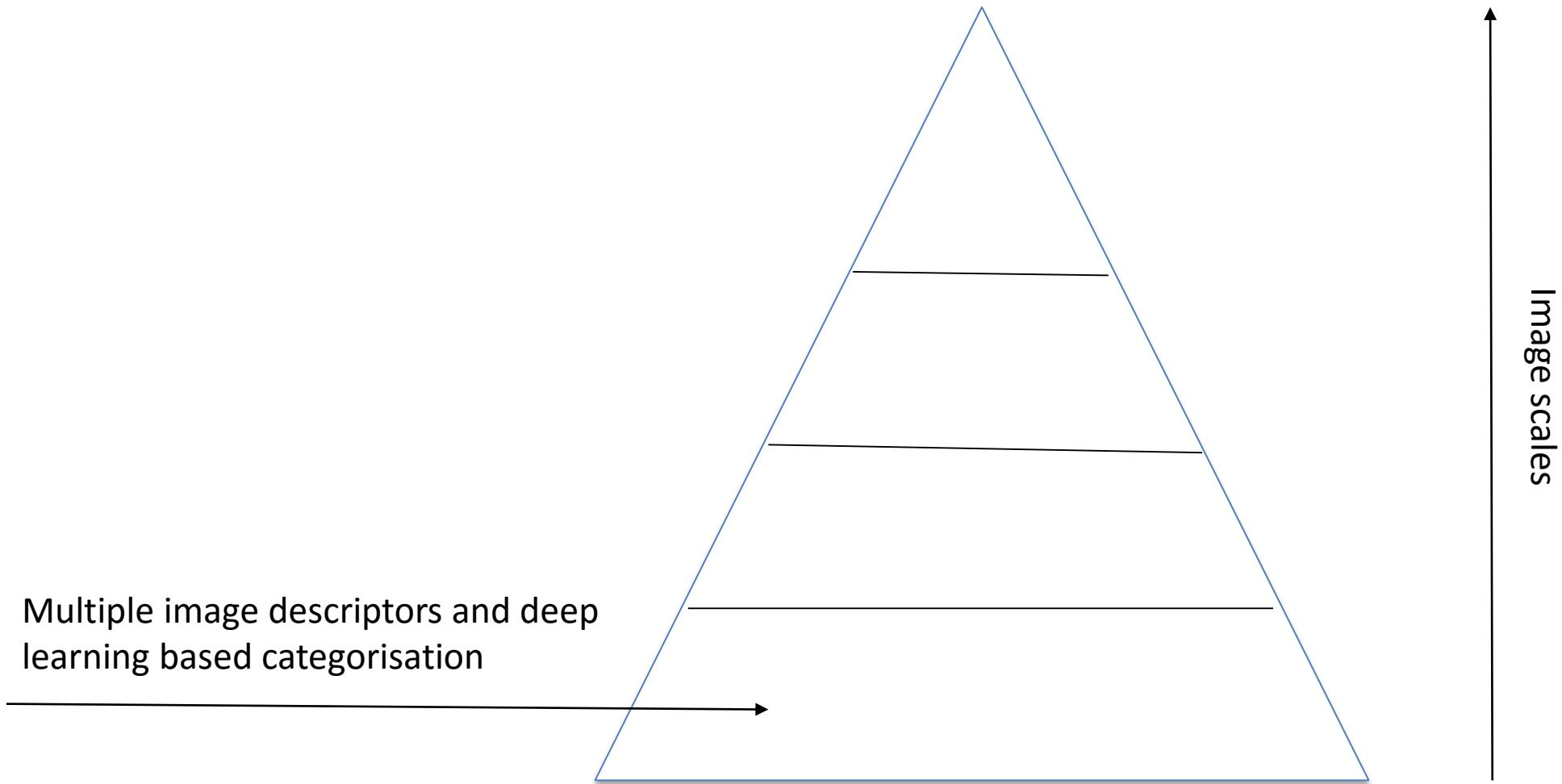
Improved Results – Central Weighting v2.0 helps to remove background noise therefore enabling more relevant results



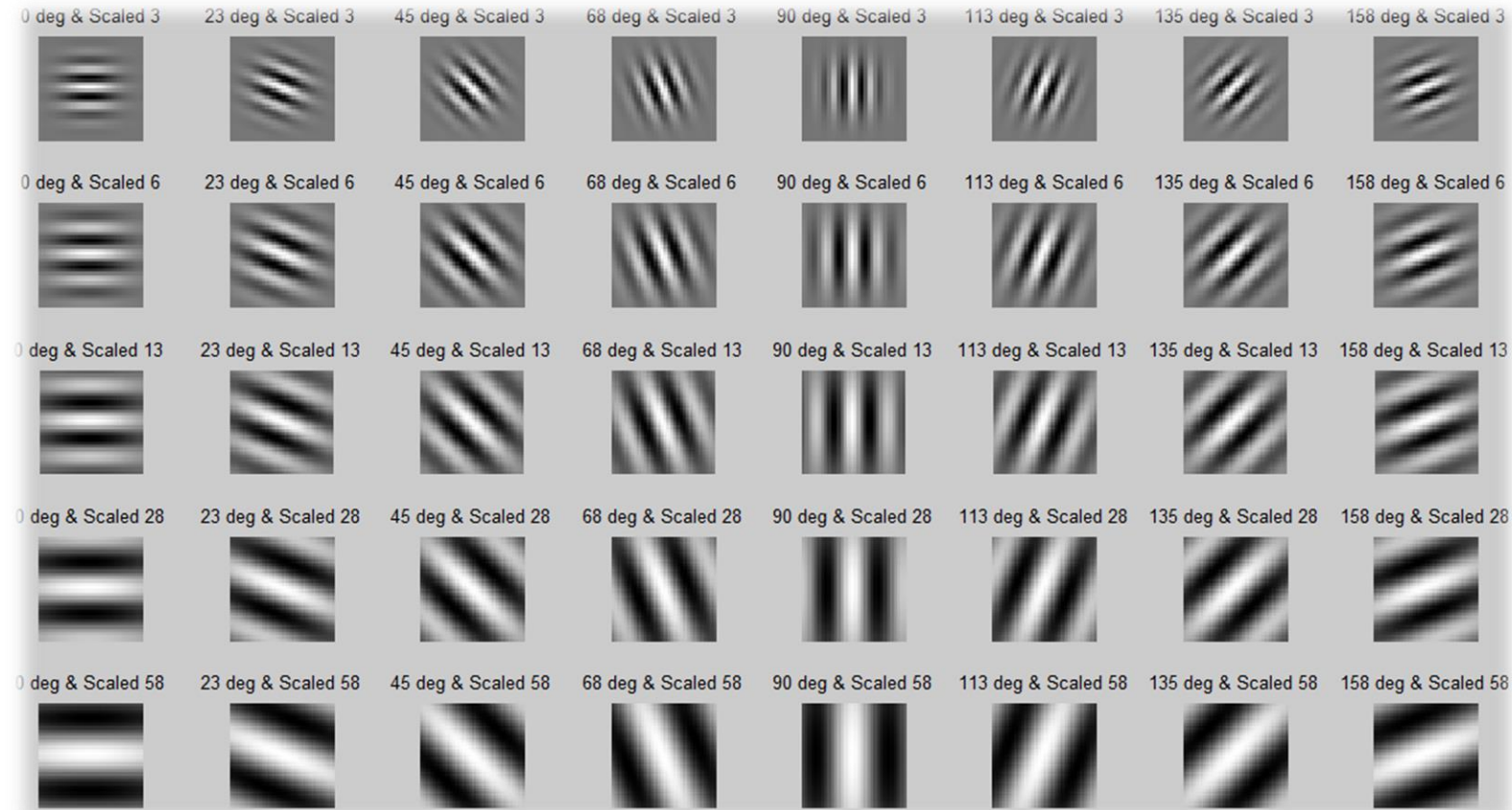
Before Central Weighting v2.0: These results incorporate the colour of the model's arms and legs. This can be seen by the mixture of brown and white in the returned results.

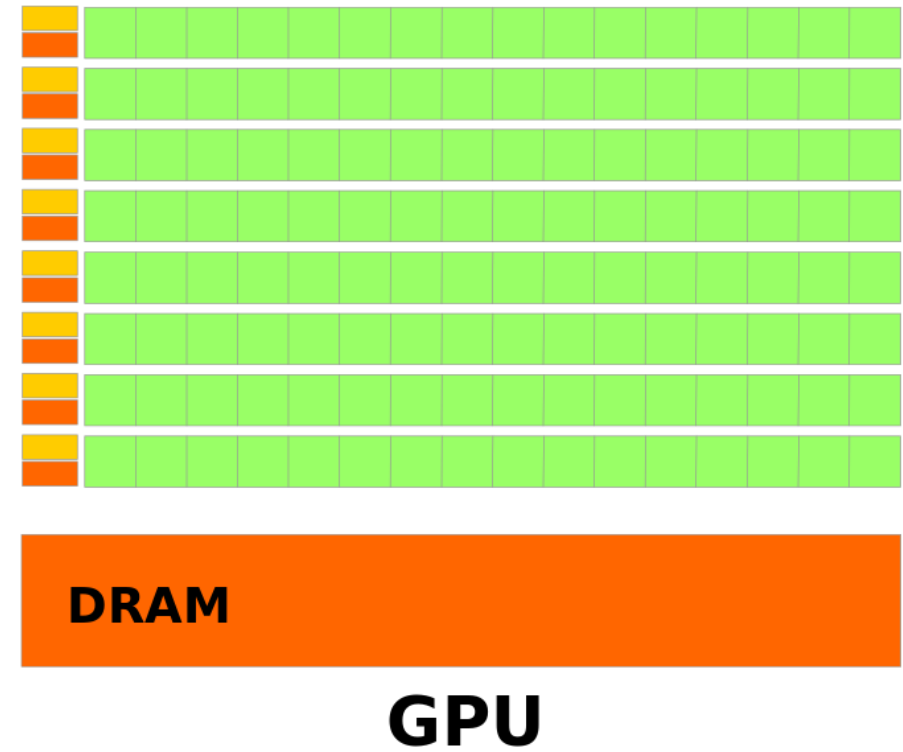
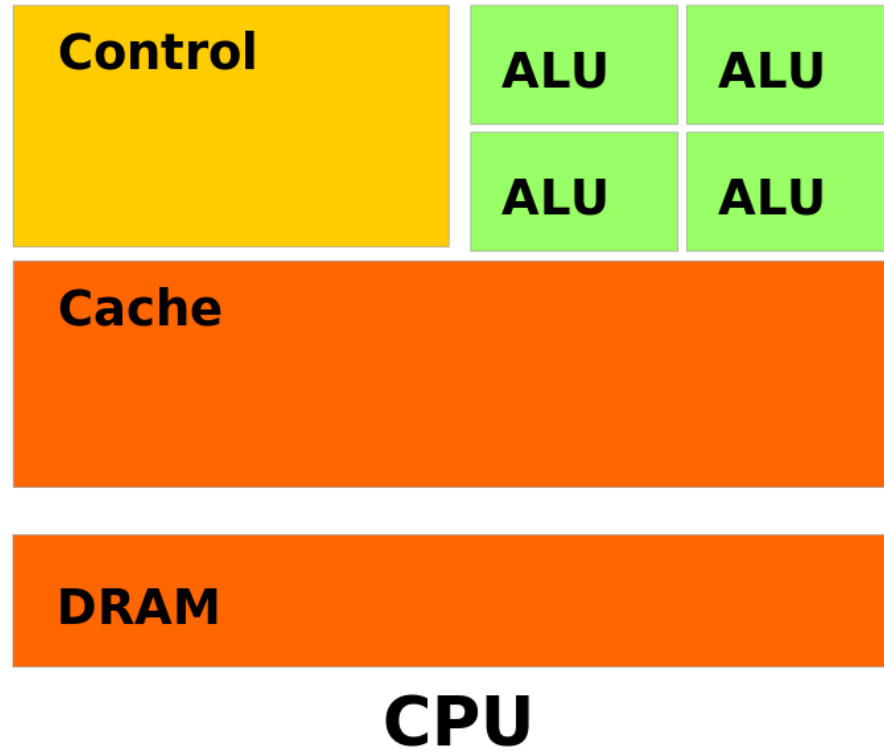


After Central Weighting v2.0 the results returned are focussed only on the colour of the query image garment.



Texture descriptor example





findSimilar – demo

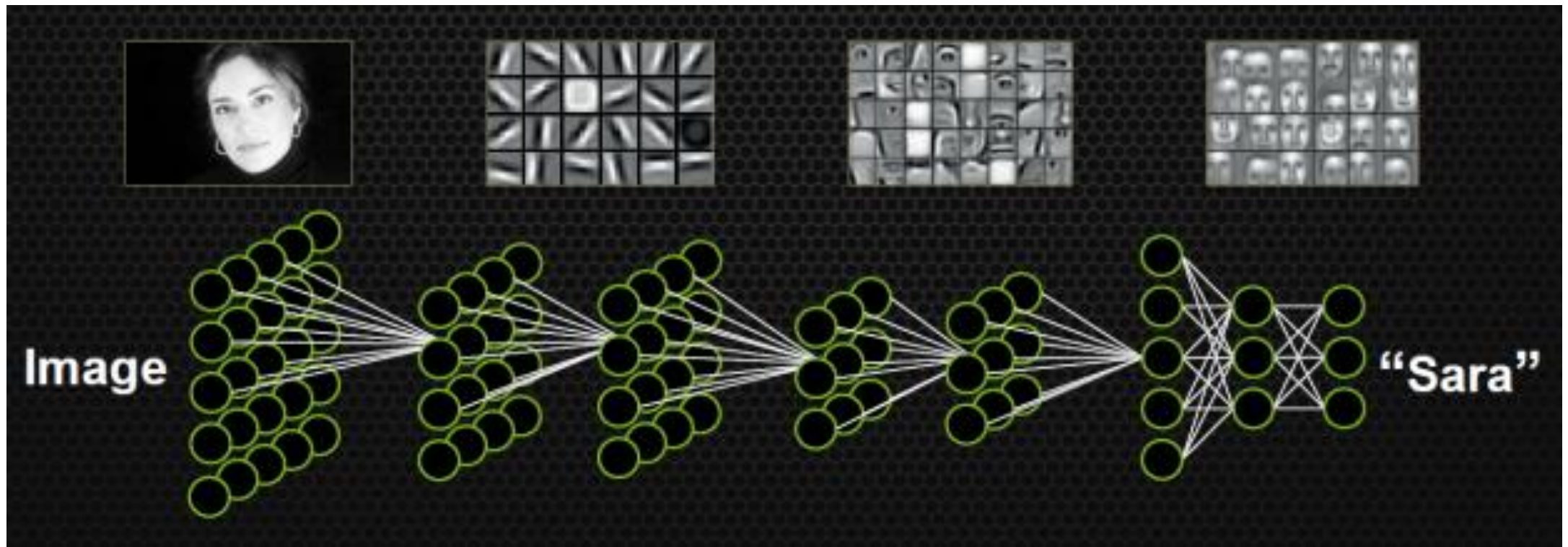


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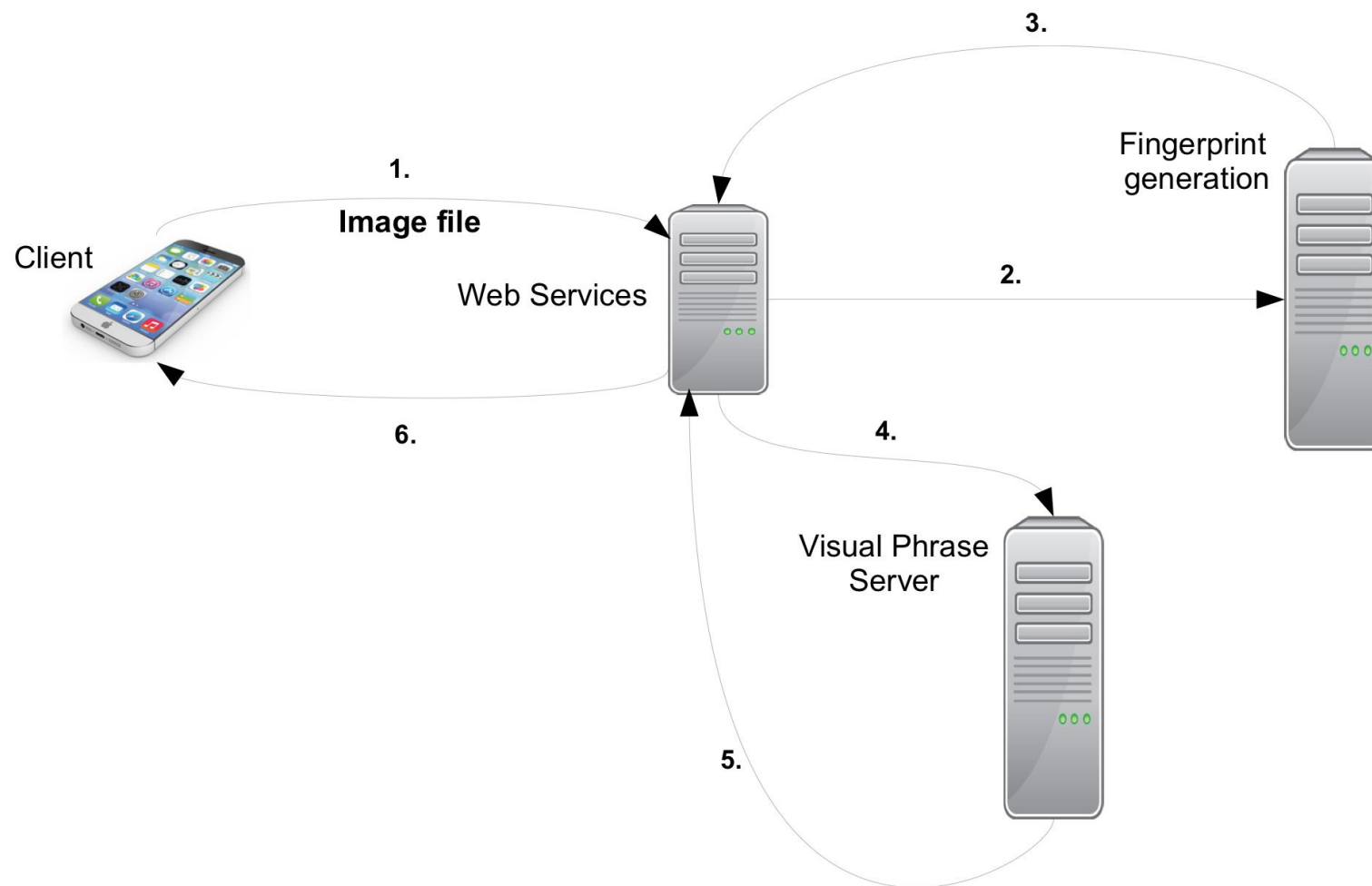


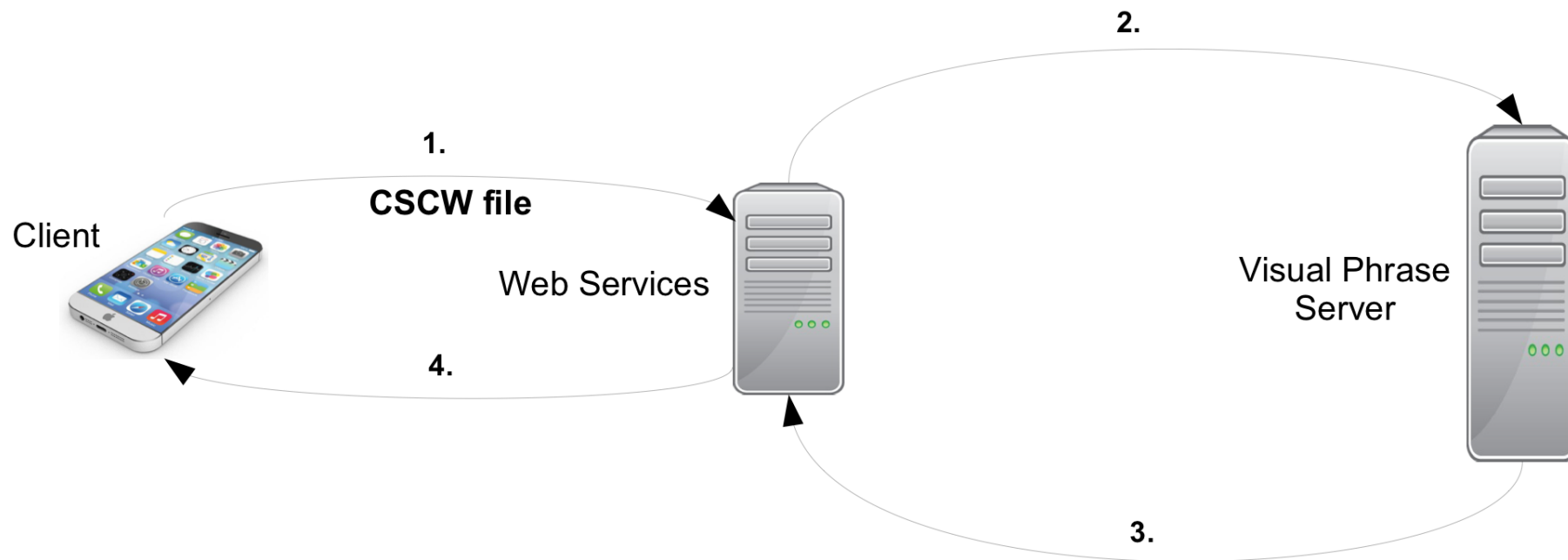
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Deep Learning Autocategorisation



CUDA AND OPENCL ON DEVICE





Who is using our software



“When our customers see a look that they like on friends or on a celebrity, they can directly shop from corresponding products from macys.com & buy them without a lengthy search.”

- Macys.com President, Kent Anderson, 2014



SHOPSTYLE

“The technology, supplied by Cortexica, already brings additional sales. We’re very serious about providing the best experience we can think of in a cross-device setting.”

- Zalando Co-Founder, Robert Gentz, 2014





Thank You!



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