

clarifai

Visual Content Intelligence

A visual **explosion**

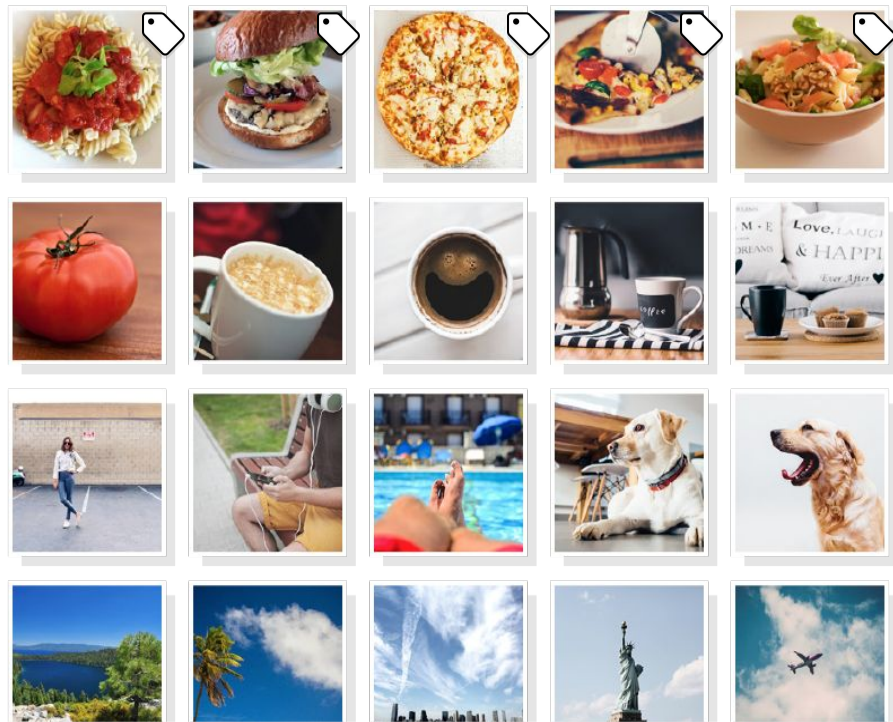
2.5 billion photos shared on facebook per week

Brands say visual content is the most important content for their goals*

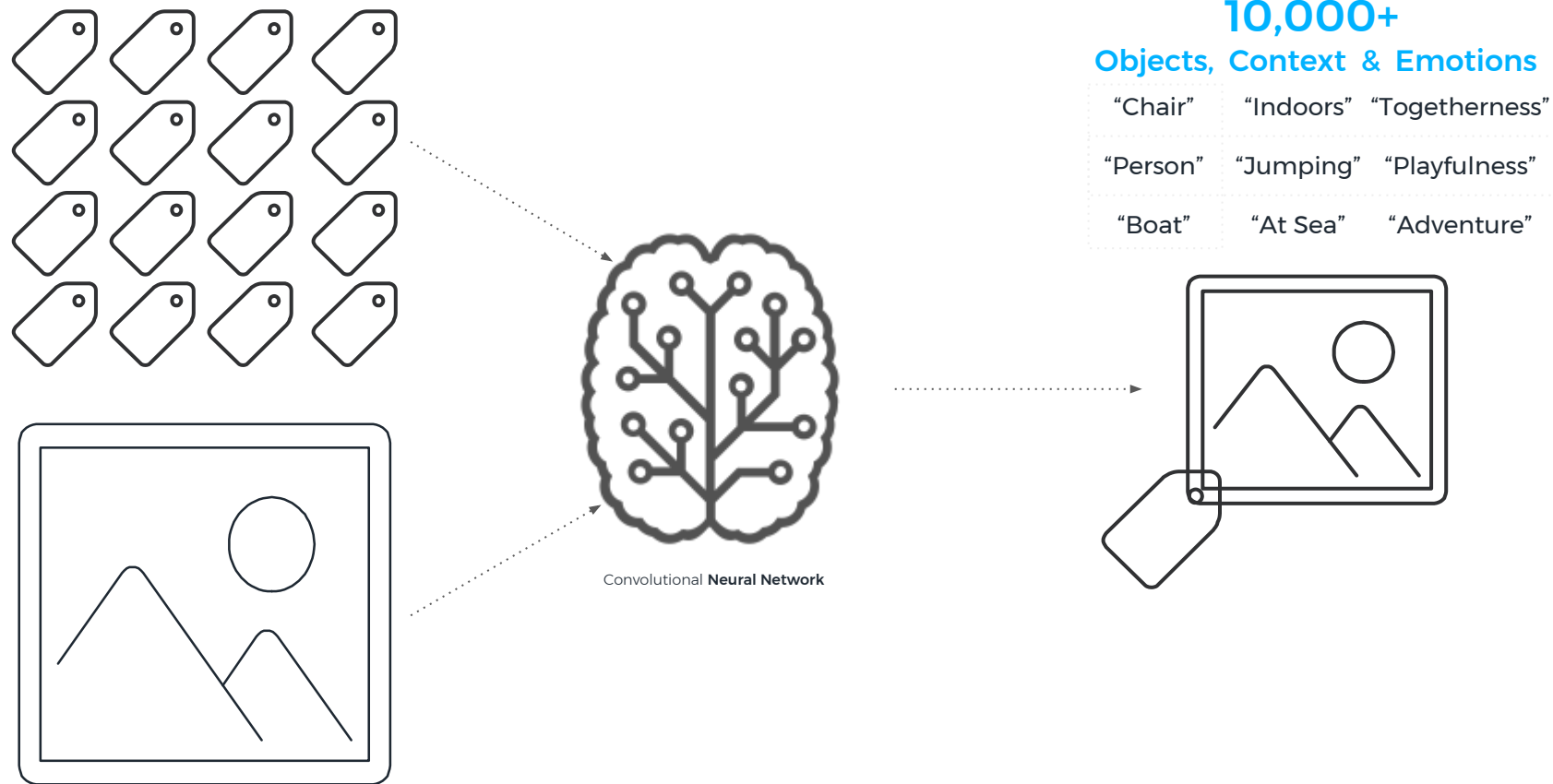
Only able to devote a few hours per week to creating new visuals+

Data doesn't cut it

Need to **understand** it



Workflows **transformed** by machine learning



foap.com's **machine learning** workflow



User uploads photo to
foap.com via desktop or
mobile



Image or video sent to
Clarifai API


10,000+ Objects, Context & Emotions



JSON response with metadata and keywords

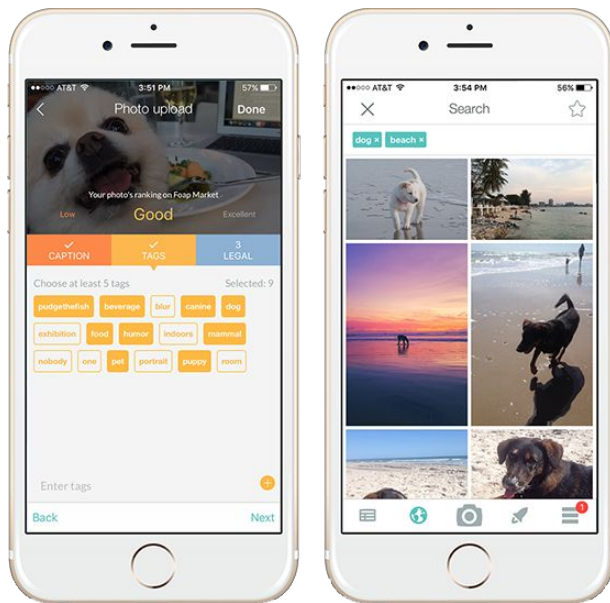


Added to marketplace with metadata

	PREDICTED CONCEPT	PROBABILITY
	nature	0.990
	squirrel	0.985
	rodent	0.982
	wildlife	0.982
	wood	0.977
	tree	0.973

foap.com improves **discoverability**

- Maximize photo sales by improving discoverability
- Eliminate manual tagging processes
- Monetize long-tail



PREDICTED CONCEPT	PROBABILITY
Dog	0.89
Sunset	0.87
Playfulness	0.79



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Stackla

POND5

STYLE ME Pretty

CURALATE

Extensis

500px

foap

BuzzFeed

veritone

Automatically adding **context and understanding**

General Understanding



PREDICTED CONCEPT	PROBABILITY
Football	0.99
Competition	0.98
Athlete	0.95
Action	0.84
Stadium	0.83



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500px

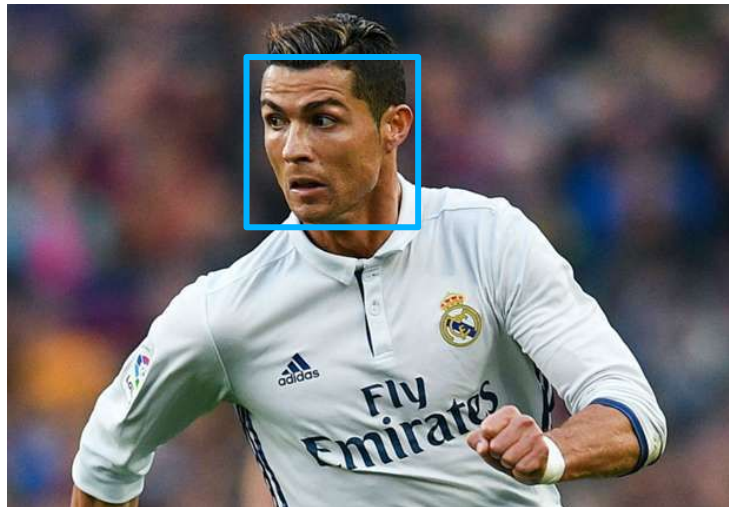
foap

BuzzFeed

veritone

Automatically adding **context and understanding**

Demographic Understanding



PREDICTED CONCEPT	PROBABILITY
Masculine	0.98
29 years old	0.70
Hispanic, Latino or spanish origin	0.83



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Automatically adding **context** and **understanding**

Logo Detection

Facial Recognition

Many More

Nudity Filter

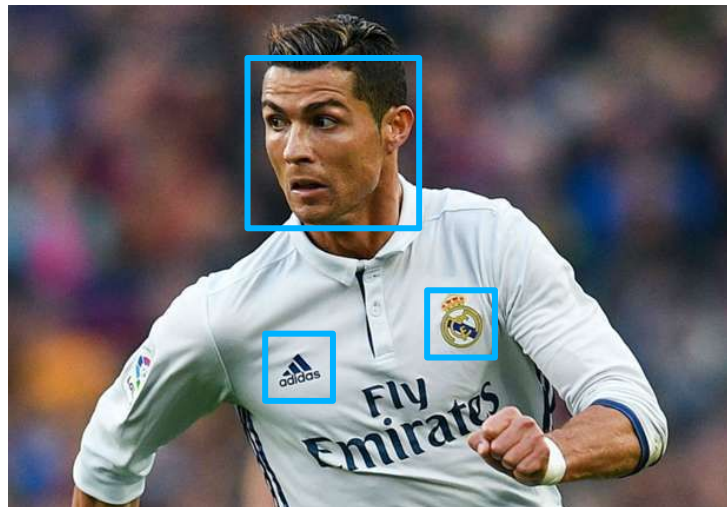
Color

Blurriness

Travel

Wedding

etc..



PREDICTED CONCEPT	PROBABILITY
Cristiano Ronaldo	0.97
Real Madrid	0.99
Adidas	0.77



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Emerging **trends** in stock photo

"Virtual Reality"



"Equality"



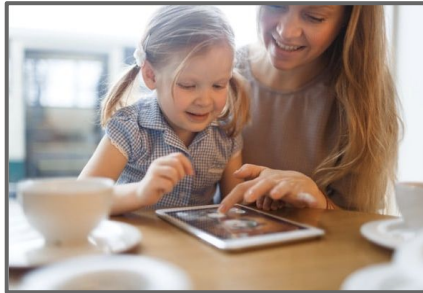
"Drones"



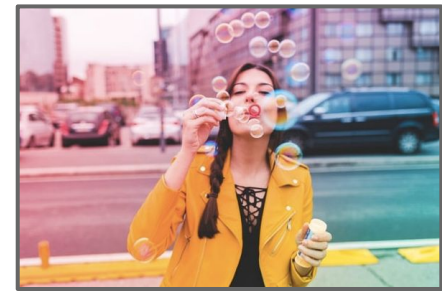
"Global View"



"Connectivity"



"The 90's"



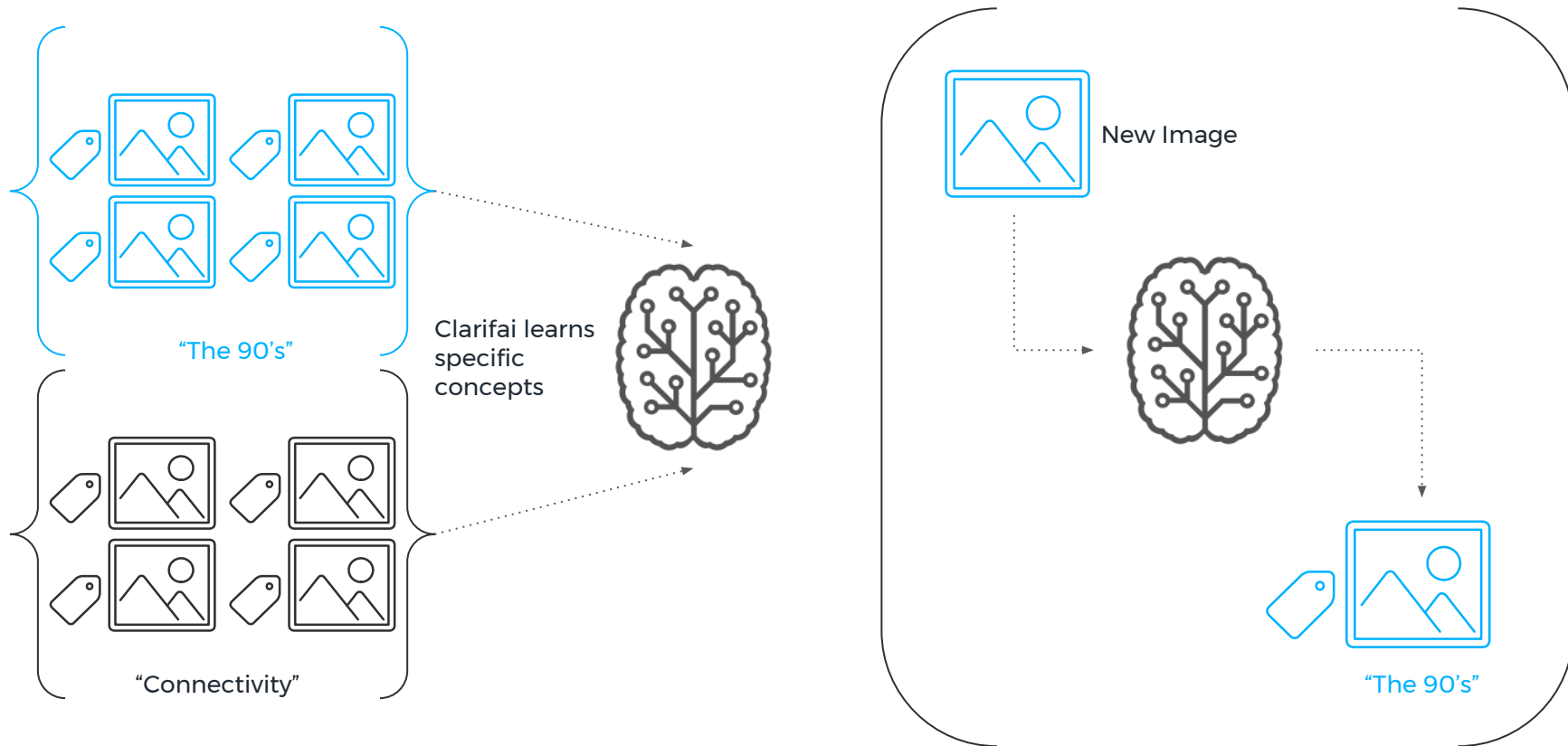
"The 90s"

Result

Search: "The 90's"



Get **ahead** of the buying curve

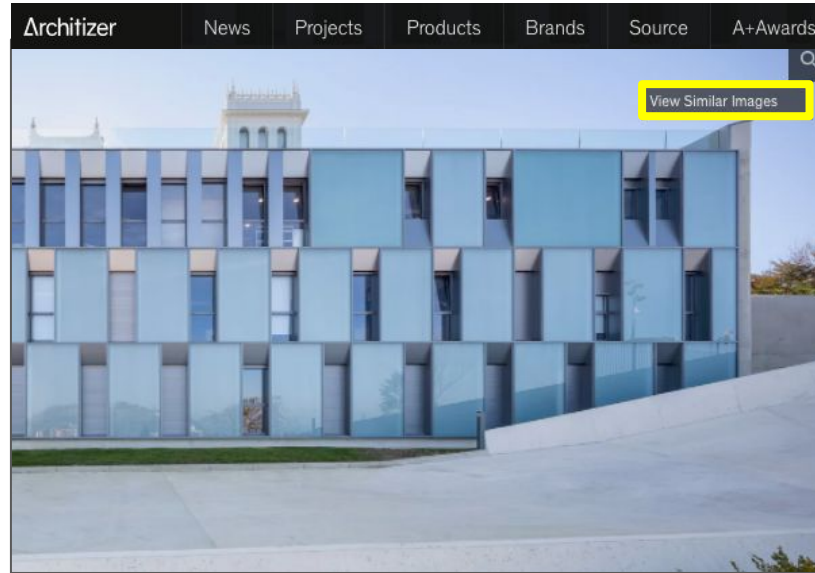


Demo



Architizer.com makes visual search a **UX priority**

- Innovative UX
- “You know it when you see it”
- Find related content
- Match consumer expectations



“We’ve been evaluating image recognition and learning for 3 years now. The Clarifai team and product were always on the leading edge and, with the release of their custom training and **similar image API**, are now our solution of choice.”

- Peter, CPO, Architizer.com



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Become an **educated** A.I. buyer

What does the A.I. actually recognize?

Can we teach it?

Which media formats are supported? Video? VR? 360?

When there's a problem at 3am, who can you call?

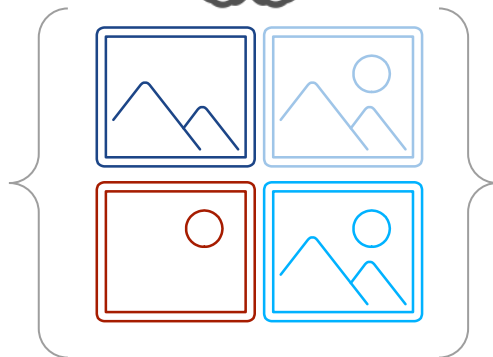
Thank You



mike@clarifai.com

Architizer.com's **Visual Search** workflow

Image is used as the search query,
no metadata required



Clarifai searches across an indexed
library of images for similar qualities



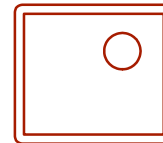
99.9% (duplicate)



83%



77%



45%

Trivago forecasts the search experience



Anreise
Donnerstag, 06.07.17

Abreise
Samstag, 15.07.17

Doppelzimmer

- ☐ Hotelsafe (9)
- ☐ Liegestühle (5)
- ☐ Minimarkt/ Kiosk (1)
- ☐ Nichtraucherzimmer (9)
- ☐ Parkplätze/ Parkhaus (9)
- ☐ PC mit Internetzugang (8)
- ☒ Poolbar (9)
- ☐ Restaurant (9)
- ☐ Rezeption 24h (9)

centrovital
★★★★★
Berlin, 5,7 km bis Flughafen Berlin-Tegel
85 **Exzellent** (3979 Bewertungen)
 Gratis WLAN

Hotelseite
124€

Hotels.com
130€

HotelQuickly
155€

Mehr Angebote:
34

-20%

Hotelwebseite
~~155€~~
124€



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