

MOBILE RECOGNITION



Kuznech mobile product recognition is a technological breakthrough for eCommerce and mCommerce that automatically recognizes products in a view of a mobile camera, determining their type and finding the same/similar products in a retailer's catalog.

Now your customer can use a mobile camera to simplify purchases of almost any kind of product – from apparel and accessories to food and home appliances. Connect the physical world of your customers with the digital world of your e-store.

The future of mobile shopping

Mobile is where the growth is and where it will continue to be, but brands aren't moving as fast as consumers.

Average mobile conversion for 2014 year was 1.1%, this year (2015) 1.4%. Only 4% of budgets go into mobile but it's where 20% of consumers time is.

8 in 10 users will use their smartphone at some point during the purchase process. Forbes said, "87% of connected devices sales by 2017 will be tablets and smartphones."

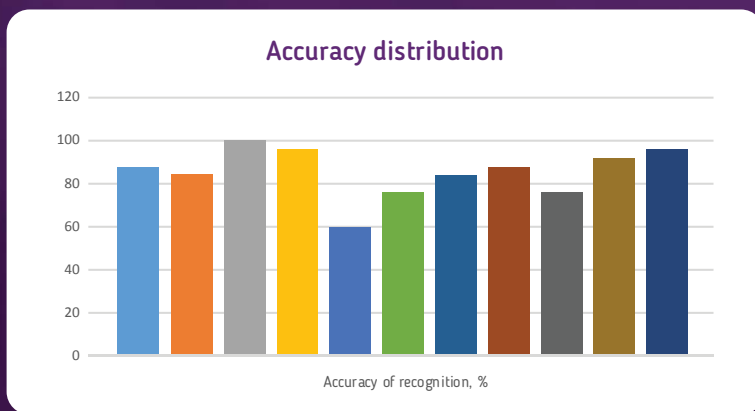
"In 2014, consumers started to use image recognition technology provided by retailers. Adoption will grow at rapid rates in 2015." Djamel Agaoua, CEO of MobPartner.

How it works



Recognition accuracy

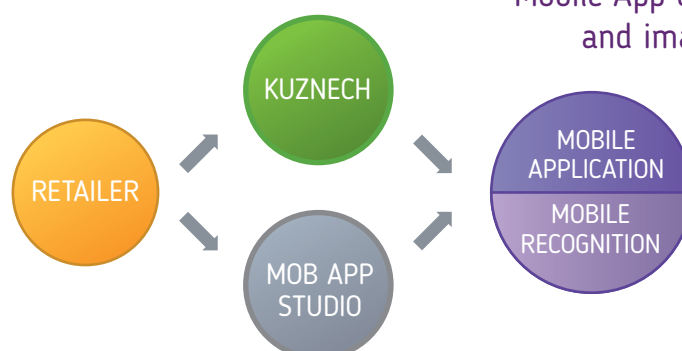
Trained algorithm achieved 96.7% of classification accuracy of eleven classes + background noise. The accuracy distribution for clothes is shown on the diagram below.



- bags
- bikini-bottoms
- bikini-tops
- boots
- dresses
- jeans
- outwear
- pumps
- sneakers
- t-shirts
- watches

Use case:

Mobile App to be developed and image recognition to be added



Contact us to ask any questions about mobile recognition:
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Visit our site:
www.kuznech.com/products/mobile-recognition/