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"Digital Transformation in **Retail** through **Artificial Intelligence"** + a Case Study

Soner Demiray

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ZARA
Strappy Dress with Frills
25.95 EUR

BUY NOW

Text Search is mostly Inadequate in Apparel Retail

Searching an apparel product using keywords has low probability of exact match due to wrong or missing product descriptions at both retailer and consumer side.

blue velvet and gold lace high heel peep toe pumps

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Image Search Engines don't Help to Find Similar Products

Conventional image search engines search for similar looking images instead of similar products inside the image

image search: Eiffel Tower

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Solution: Bunsar Visual Search API

Bunsar Visual Product Search API automatically detects apparel products within the image uploaded by user and finds the similar products in the registered product database.

Free People
Denim Mini Pinafore Dress
£88.00

CHLOÉ
Jane Shoulder Bag
£939.28

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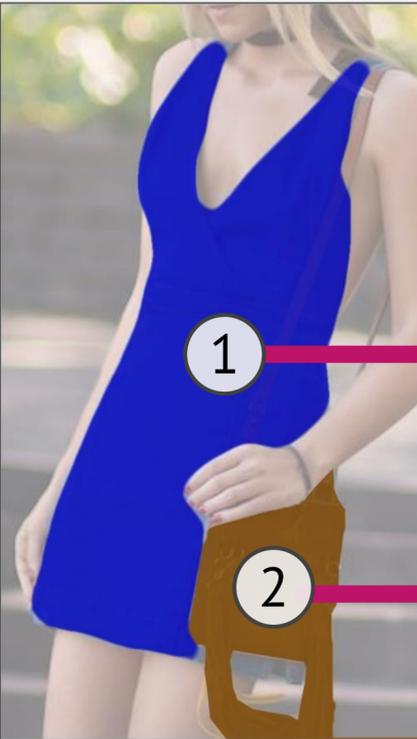
A true Success Story: HOPİ!

"Shopping App with Visual Product Search"

5.5 million users, more than **200k products**, first app to identify all of the products at single shot

*"Visual search doesn't just significantly enhance the shopping experience; it's being used as an **inspiring discovery tool**.*

Product databases are expanding day by day and visual search is becoming more personalized and enjoyable."

Murat Tasbas, CTO, HOPI

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Now available for
Live Video Streams!

You can now use Bunsar API to identify products in **live video streams** and recommend similar or complementary alternatives.

The technology can be deployed on pure cloud infrastructure to **use through simple browsers or mobile devices** via WebRTC; or on hybrid infrastructure within physical stores.

Use Bunsar API to **get insights about customer preferences regarding apparel style, attributes and colors**.


www.**bunsar**.com

#	category name	%	count	color pref.
1	Platform	53.5	3139	BLACK ■
2	Round Nose Pumps	26.6	1563	BROWN ■
3	Ankle Boots	9.3	548	BLACK ■
4	Pumps	3.6	210	BROWN ■
5	Mules Heels	1.2	68	BROWN ■
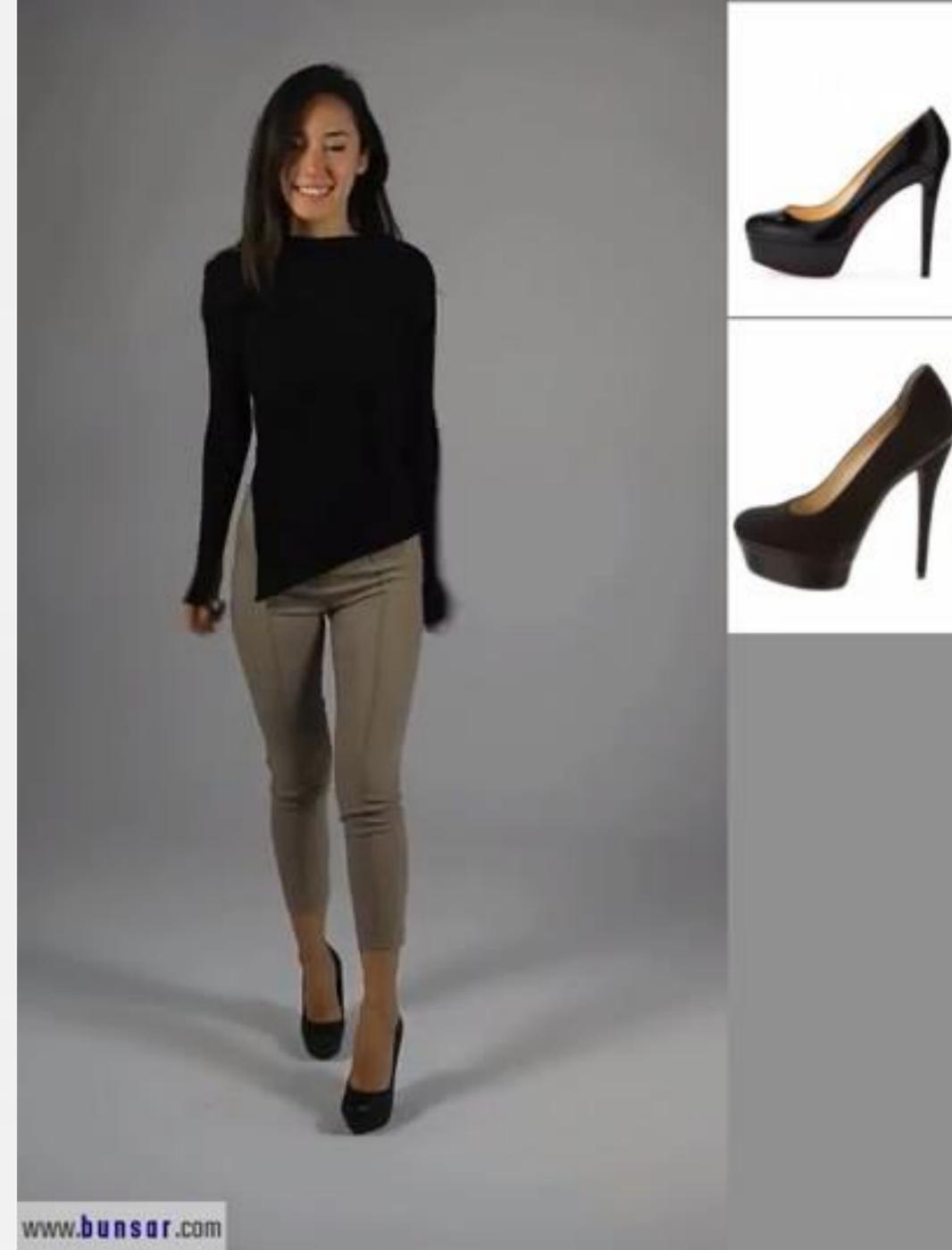
STATISTICS of **Women's Shoes**

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Increase your Conversion Rates & Basket Size

You can use Bunsar API to get similar item recommendations for an existing product on your database, as well as for uploaded contents. Bunsar API is also able to make complementary product recommendation with pure style analysis. (not using user's past history)
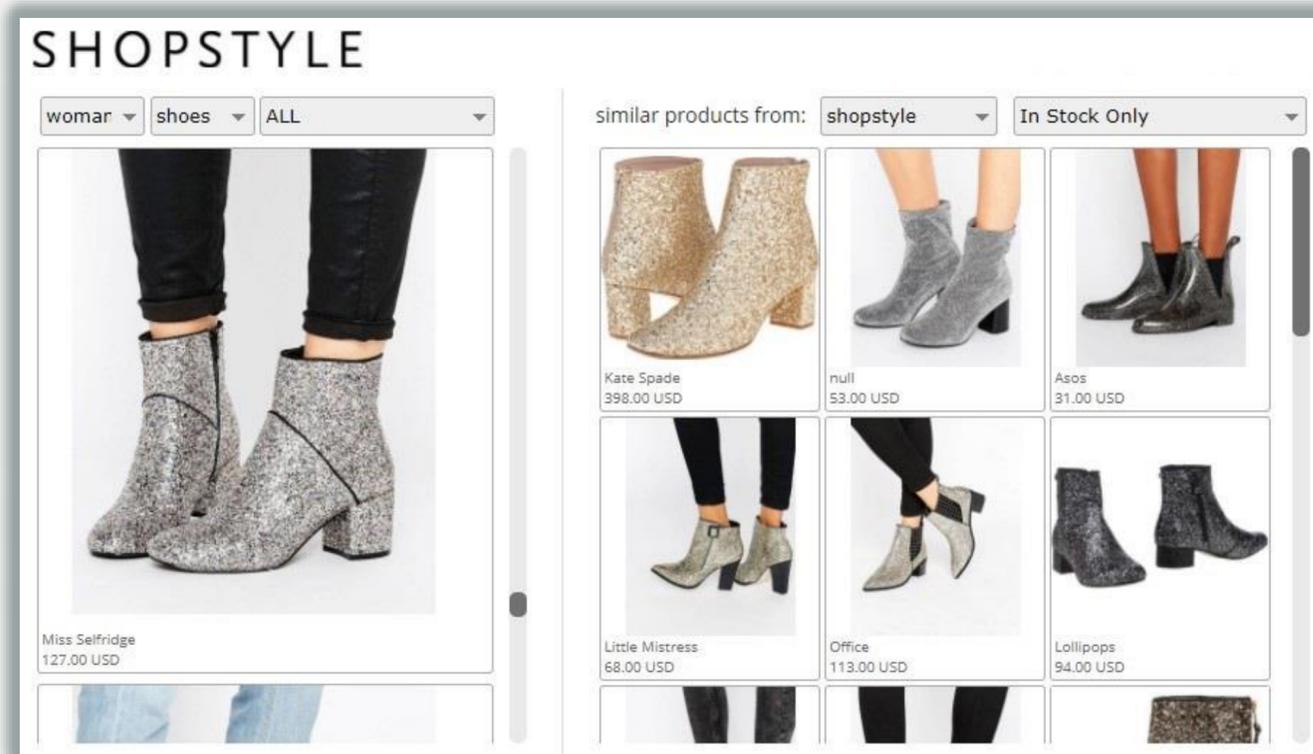
Similar Product
Recommendation
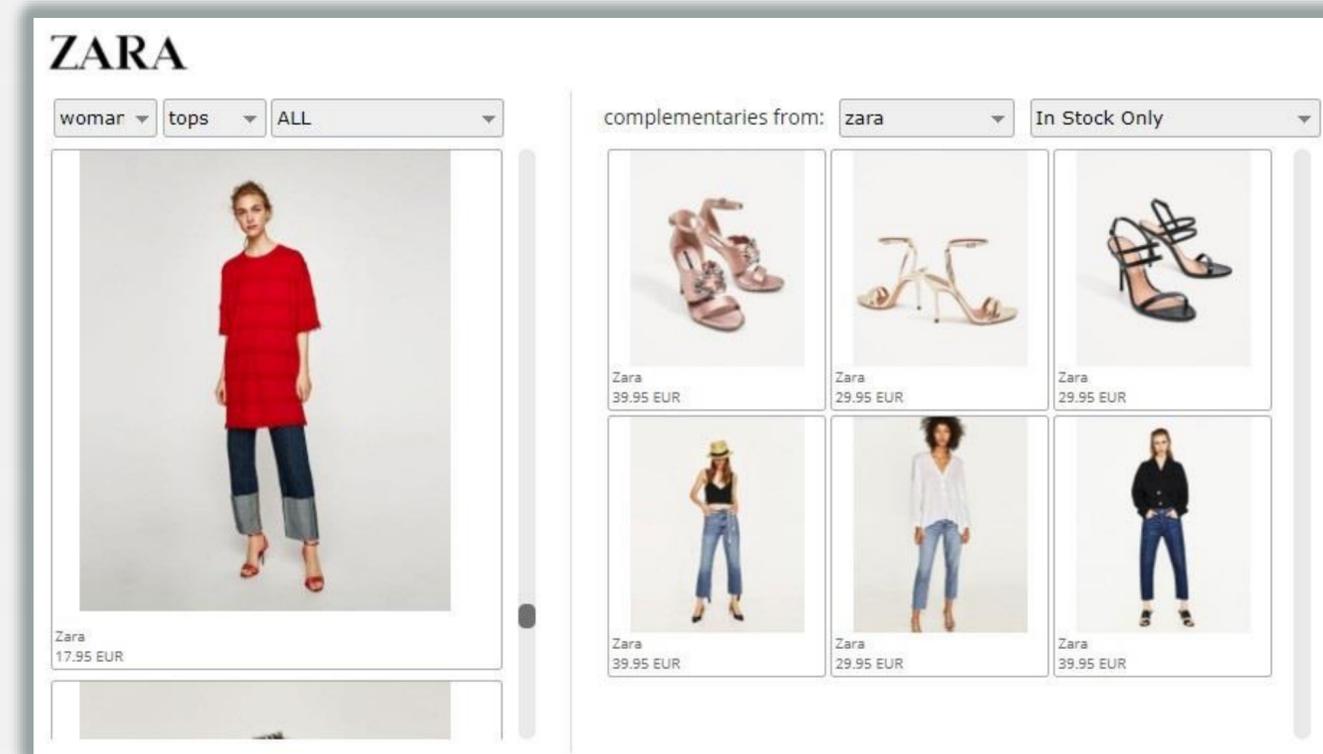
Complementary Product
Recommendation

Visual Attribute Prediction

Bunsar API is able to tag & describe apparel products in details to optimize your text search queries as well.

off the shoulder

white

tight fit

crop top

long sleeve

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About Bunsar

We help apparel retailers to create new shopping experiences
through computer vision and AI technologies.

Nvidia mentioned Bunsar as a "**fascinating AI breakthrough changing the future of retail**" at NRF Big Show 2018. We are *Nvidia Inception Program Member and Retail Solution Partner.*

Microsoft awarded Bunsar as "**Best Cloud Based R&D Company in Turkey**"; Recently introduced our latest smart mirror solution at NRF2018. We are Microsoft *BizSpark Plus Program Member & Retail Solution Partner.*

Based in "**Istanbul Technical University's Advanced Research & Innovation Center**", Bunsar is a member company of "ITU AI Research Center". We have strong academic relationships with ITU. Awarded as Best Tech Startup in Retail.

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