WE ENABLE COMPANIES TO PROCESS VISUAL DATA SUPERFAST
> 85%
of all cyberspace data is stored in pixels

Source: CS231n Stanford course, Cisco
Humans process visual information much faster and remember them for longer – machines love numbers.
OUR ENGINE IDENTIFIES PRODUCTS & OBJECTS INSIDE IMAGES & VIDEOS IN LESS THAN A SECOND

Demo: https://nyris.io
Product I: visual search & visual reco for e-commerce

Consumers can snap & find a product they would like to buy. If the product is not inside the Miles & More portfolio, we provide the next similar product

www.worldshop.eu/weblws/wsdiscover/en/
Product II: recognition of machinery parts for automotive

Fleet managers or drivers can check real time truck data by just pointing the app towards a specific part, e.g. the engine or the tyres. No typing needed.

www.nyris.io/ar-demo-on-device-recognition/
Product III: car damage appraisal (concept stage)

Scan VIN & damage

Extract data: VIN, damaged part, damage position, damage class, damage size (2D)

< 60 sec

SpeedCheck

Analyse data: statistical analysis based on almost 30k car damage cases, € processes per day

Result: repair cost estimation

< 60 sec
Magic behind our engine: combination of several technologies optimized for speed & scalability

<table>
<thead>
<tr>
<th>Feed Import</th>
<th>Image Analytics</th>
<th>Image Data Mgmt</th>
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<tbody>
<tr>
<td>API</td>
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</table>

- **Object detection**
  - Finger-printing
  - OCR
- **Merging & scoring**
  - Hashing
  - Logo extraction
  - Cluster search
  - Custom classifier
  - General classifiers

**proprietary multi algorithm platform**

```json
{"gtin":1234567891010, "title":"hello matcha", "price":"12.95"...}
```
Our key KPIs from the early start

SPEED (≤1 sec)
SCALABILITY (→ 500M objects)
COSTS (1-3 €Cent / request)
4 key image recognition functions covered by our tech with different use cases across industries

<table>
<thead>
<tr>
<th>DETECT</th>
<th>+ IDENTIFY</th>
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<tbody>
<tr>
<td>Find relevant objects and their position in an image</td>
<td>Precisely identify the detected objects</td>
</tr>
<tr>
<td>+ COUNT</td>
<td>+ MEASURE (alpha)</td>
</tr>
<tr>
<td>Count and group the detected objects</td>
<td>Measure the size of detected objects</td>
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We are proud to be official supplier of brands like:

<table>
<thead>
<tr>
<th>e-commerce/ retail</th>
<th>automotive</th>
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<tbody>
<tr>
<td>Miles &amp; More</td>
<td>Daimler</td>
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<tr>
<td>Lufthansa</td>
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<td>Lidl</td>
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<td>Metro</td>
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<td>Global Sources</td>
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<td>Cdiscount</td>
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<tr>
<td>Otto</td>
<td></td>
</tr>
<tr>
<td>moebel.de</td>
<td></td>
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<tr>
<td>Stylepark</td>
<td></td>
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<tr>
<td>Miele</td>
<td></td>
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Miles & More

significant raise of all major KPIs

- Miles/order: +34%
- €/order: +37%
- Conversion: +62%
did extensive research on visual search tech – leading to 2 companies in the final

- nyris
- competitor

<table>
<thead>
<tr>
<th>Category</th>
<th>Nyris</th>
<th>Competitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matching performance 3D</td>
<td>86%</td>
<td>46%</td>
</tr>
<tr>
<td>Matching performance 2D</td>
<td>99%</td>
<td>72%</td>
</tr>
<tr>
<td>Speed (sec)</td>
<td>2.1</td>
<td>12.4</td>
</tr>
<tr>
<td>Funding (M$)</td>
<td>&gt;8</td>
<td>0.6</td>
</tr>
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</table>
Internal test: Clarifai, a Silicon Valley tech startup, clearly surpassed by nyris

![Bar chart showing matching performance and funding comparison between nyris and clarifai.]

- Matching performance 3D: 89% (nyris) vs. 39% (clarifai)
- Funding (M$): >41 (nyris) vs. 0.6 (clarifai)
Global visual search challenge run by

WINNER = nyris
You can very easily integrate our technology inside your app, website or messenger.
What do we need to start

- Access to your product, object or image data
- Access to your digital flyers, catalogues and any other print material
- API integration in your app, mobile website or messenger bot—we are happy to support you
- IT and/or Marketing contact
That’s nyris!
9 data driven nerds | 2 charming sales pros | 1 meticulous accountant | 1 visionary CTO | 1 passionate CEO
The founders are pros with proven track record at Amazon and BCG

CEO
Dr. Anna Lukasson-Herzig

Principal at BCG

CTO
Markus Lukasson

Founder of
Product manager at Amazon Engineering

Principal at BCG Engineering

RWTH Aachen University
Our investors & supporters

Business Angels

Microsoft ScaleUp

AXEL SPRINGER PLUG AND PLAY

Google

NVIDIA

moebel.de

aws activate

IBM Bluemix™
Why we should talk ...

✓ Mobile is the fastest growing sales and communication channel
✓ Image-recognition is increasingly replacing typing*
✓ Faster and more exact than competition
✓ Winner of the agorize AI challenge 2017, Bits&Pretzels Services &Intelligence Chapter 2017, Rheinland Pitch 2017, Handelsblatt KI Conference StartUp Challenge 2018 and many more
✓ Techie founders trained at Amazon & BCG
✓ Google & Microsoft think it’s great!

Source: Mary Meeker's 2017 Internet Trends Report