

nyris



**WE ENABLE COMPANIES  
TO PROCESS VISUAL DATA  
SUPERFAST**



**> 85%**

**of all cyberspace data is stored in pixels**

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

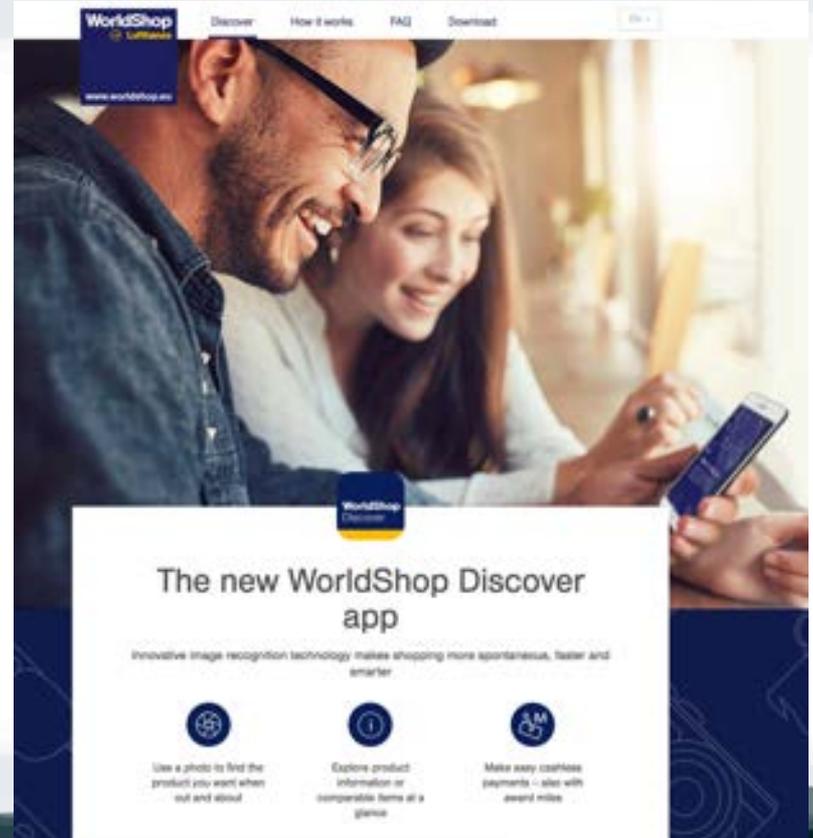
Demo: <https://nyris.io>

# Product I: visual search & visual reco for e-commerce

## Miles & More Lufthansa

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/web/ws/wdiscover/en/](http://www.worldshop.eu/web/ws/wdiscover/en/)



The screenshot displays the WorldShop Discover app interface. At the top, there is a navigation bar with the WorldShop logo and links for 'Discover', 'How it works', 'FAQ', and 'Download'. Below the navigation bar is a large image of a man and a woman smiling while looking at a smartphone. Overlaid on the bottom half of the image is a white promotional banner. The banner features the WorldShop Discover logo, the title 'The new WorldShop Discover app', and the text 'Innovative image recognition technology makes shopping more spontaneous, faster and smarter'. Below this text are three circular icons with corresponding descriptions: a camera icon for 'Use a photo to find the product you want when out and about', an information icon for 'Explore product information or comparable items at a glance', and a Miles & More logo icon for 'Make easy cashless payments – also with award miles'.

# Product II: recognition of machinery parts for automotive

DAIMLER

**FLEET** | INNOVATION  
**BOARD** | HUB

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/](http://www.nyris.io/ar-demo-on-device-recognition/)



# Product III: car damage appraisal (concept stage)

Scan VIN & damage

nYris



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

< 60 sec

SpeedCheck

ControlExpert

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

**Result:**  
repair cost  
estimation



Kalkulation

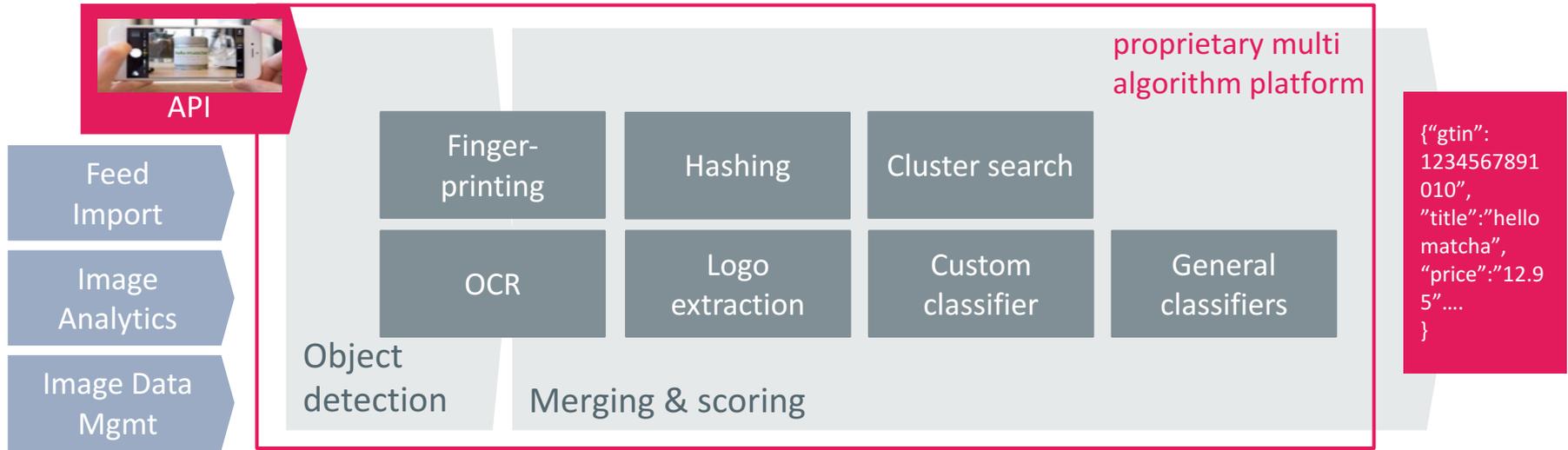
**KALKULATIONSÜBERSICHT:**

<b>Positionen:</b>	
Ersatzteile	915,80 €
Lackierarbeiten	631,43 €
Arbeitskosten	570,00 €
<b>Gesamt:</b>	<b>2.117,23 €</b>

PDF Download

WEITER →

# Magic behind our engine: combination of several technologies optimized for speed & scalability



# 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

## **DETECT**

Find relevant objects and their position in an image

## **+ IDENTIFY**

Precisely identify the detected objects

## **+ COUNT**

Count and group the detected objects

## **+ MEASURE (alpha)**

Measure the size of detected objects

We are proud to be official supplier of brands like:

e-commerce/ retail

automotive

**Miles & More**  
Lufthansa



**METRO**

DAIMLER

global  sources

**Cdiscount**

**OTTO**

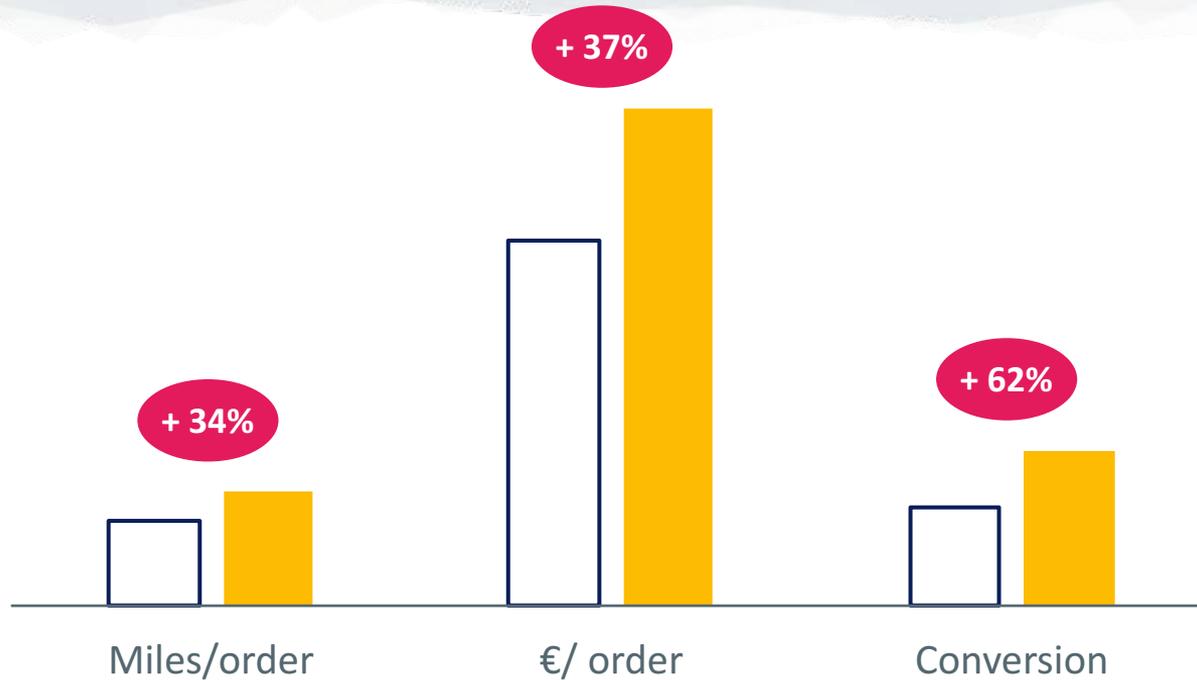


moebel.de

**STYLEPARK**

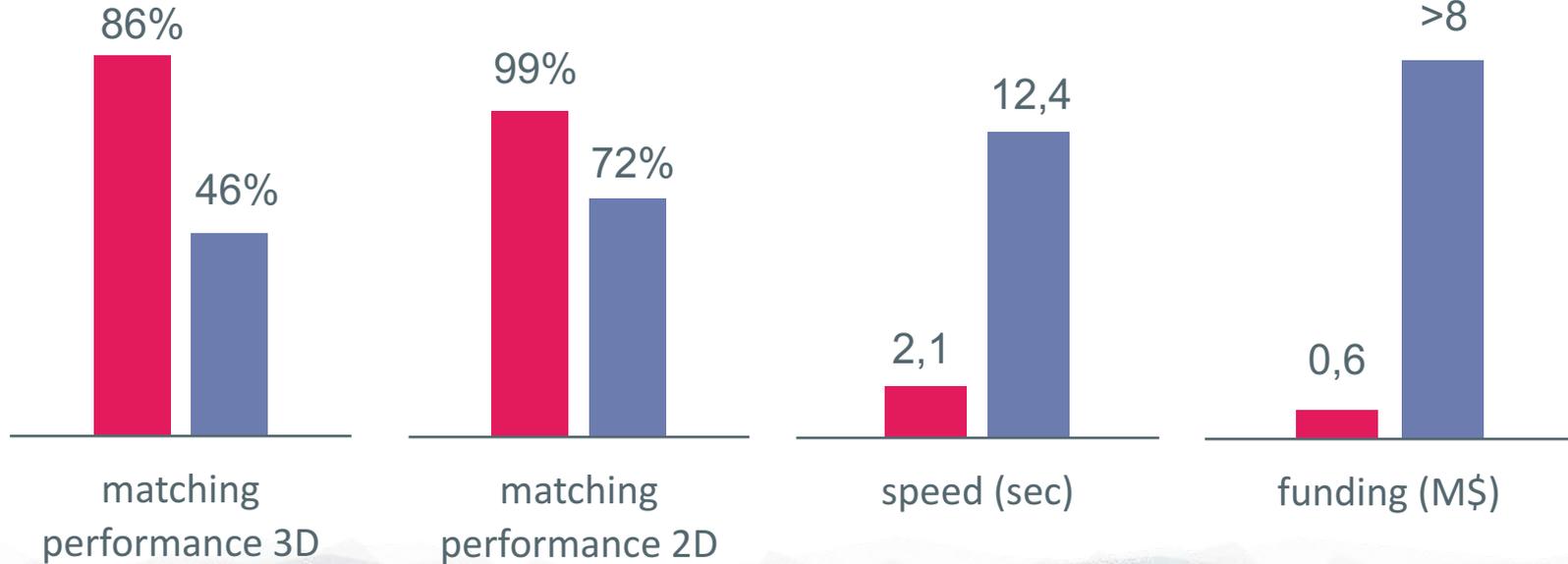
**Miele**

# significant raise of all major KPIs

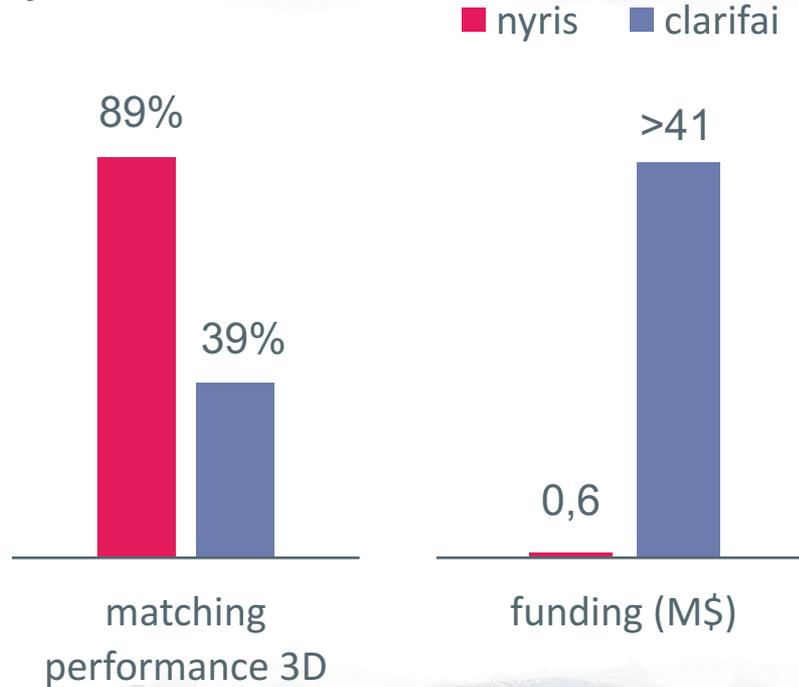


# did extensive research on visual search tech – leading to 2 companies in the final

■ nyris ■ competitor



# Internal test: Clarifai, a Silicon Valley tech startup, clearly surpassed by nyris

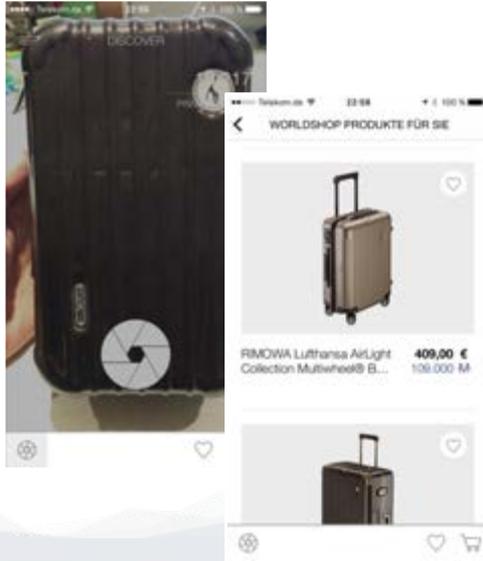


Global visual search challenge run by 

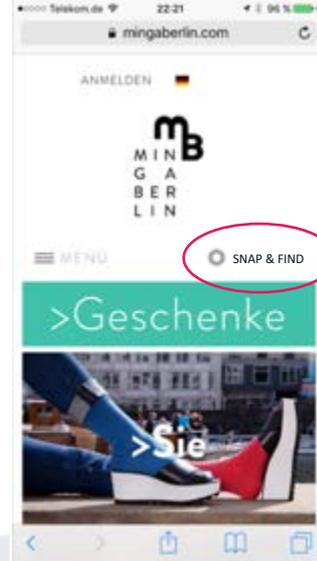
**WINNER** = nYris

# You can very easily integrate our technology inside your app, website or messenger

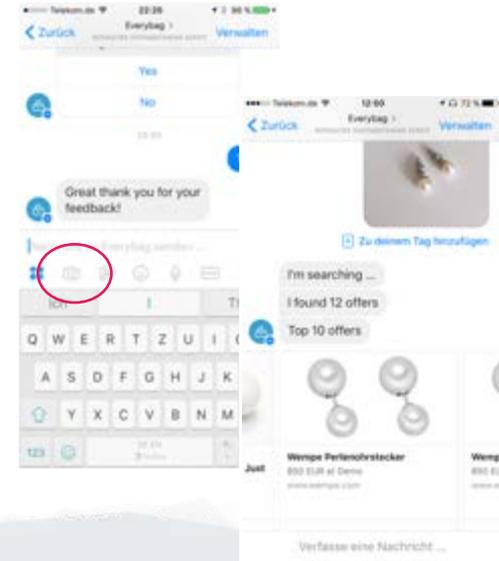
## APP



## Website



## 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



Principal at **BCG**

Engineering

**RWTHAACHEN**  
UNIVERSITY

**CEO**

**Dr. Anna Lukasson-Herzig**



Founder of  
Product manager  
at **amazon**

Engineering

**RWTHAACHEN**  
UNIVERSITY

**CTO**

**Markus Lukasson**



# Our investors & supporters

## Business Angels



AXEL SPRINGER  
PLUG AND PLAY



## Microsoft ScaleUp



aws  activate



# 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!

nyris

nyris GmbH · Warschauer Str. 58a · 10243 Berlin  
Founded August 2015 · Berlin · AG Charlottenburg · HRB 169967

Markus Lukasson / [markus@nyris.io](mailto:markus@nyris.io) / +49 173 6934 721  
Anna Lukasson-Herzig / [anna@nyris.io](mailto:anna@nyris.io) / +49 176 8056 1329