



nyris



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



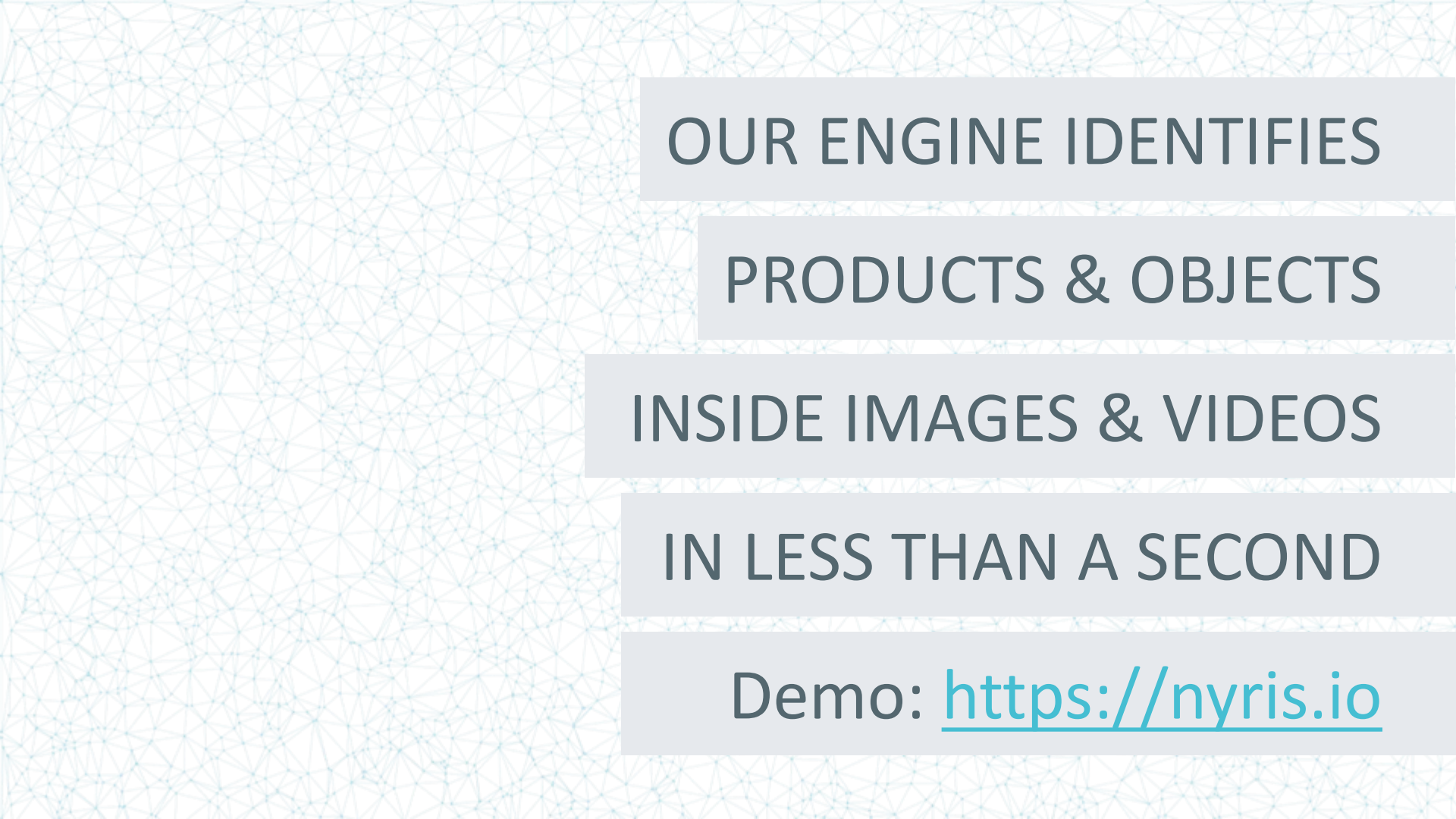


> 85%

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>

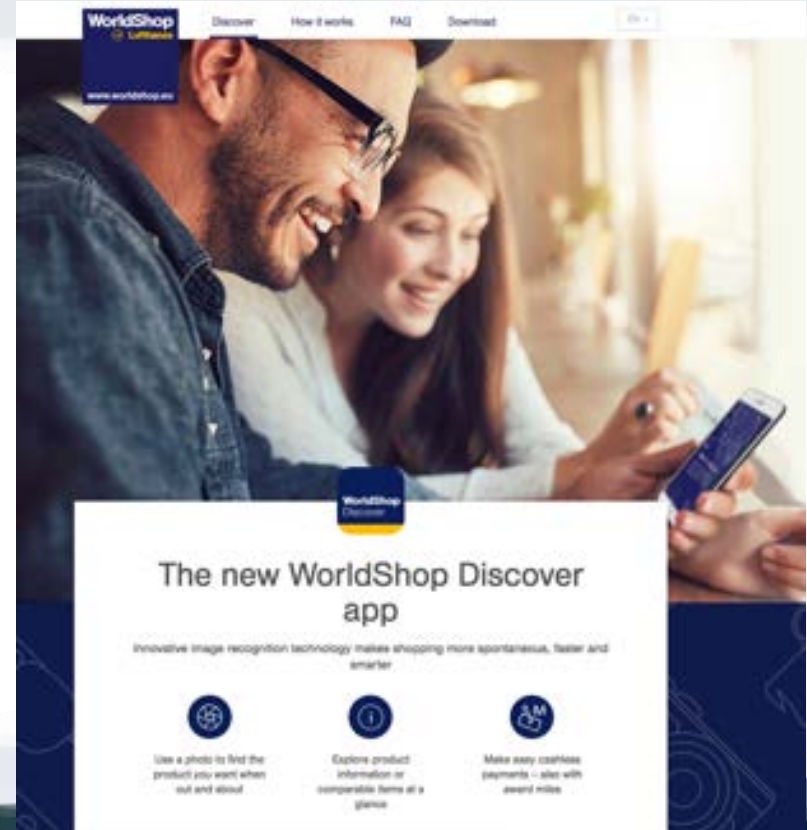


# Product I: visual search & visual reco for e-commerce



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/)



# Product II: recognition of machinery parts for automotive

DAIMLER

**FLEET  
BOARD** | INNOVATION  
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)

SpeedCheck

ControlExpert

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

**Result:**  
repair cost  
estimation

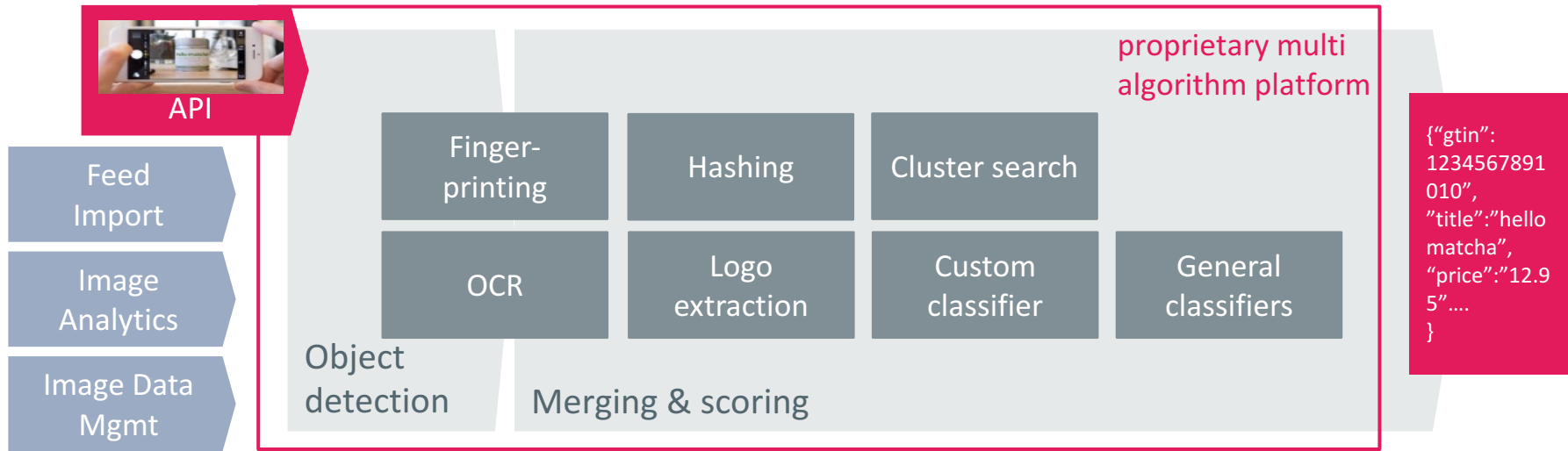
A screenshot of a mobile application interface titled 'Kalkulation'. It displays a summary of repair costs. The status bar at the top shows 'AT&T', '9:41 AM', and '100%' battery. The app has icons for home, search, and settings. The main content is titled 'KALKULATIONSÜBERSICHT:' and lists three items under 'Positionen:'. A 'Gesamt:' line shows a total of '2.117,23 €'. There is a 'PDF Download' button with a document icon. At the bottom is a green button labeled 'WEITER →'.

KALKULATIONSÜBERSICHT:	
Positionen:	
Ersatzteile	915,80 €
Lackierarbeiten	631,43 €
Arbeitskosten	570,00 €
Gesamt:	2.117,23 €
PDF Download	
WEITER →	

< 60 sec



# 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**

global  sources

**Cdiscount**

**OTTO**

DAIMLER

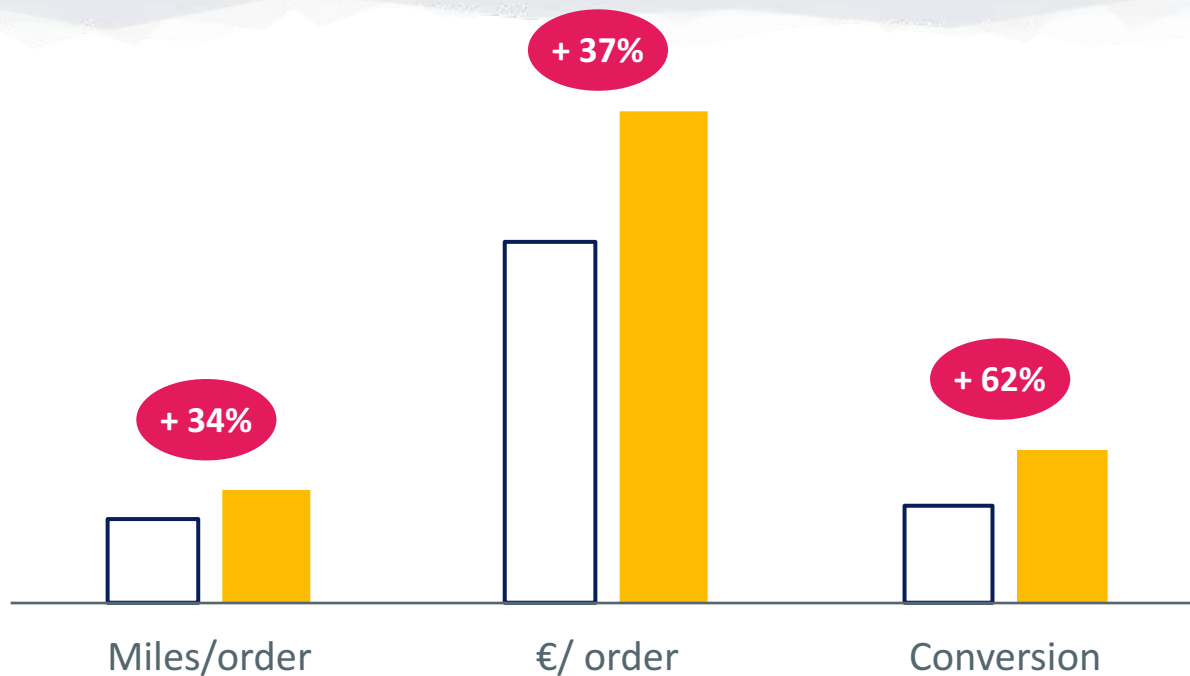


**moebel.de**

**STYLEPARK**

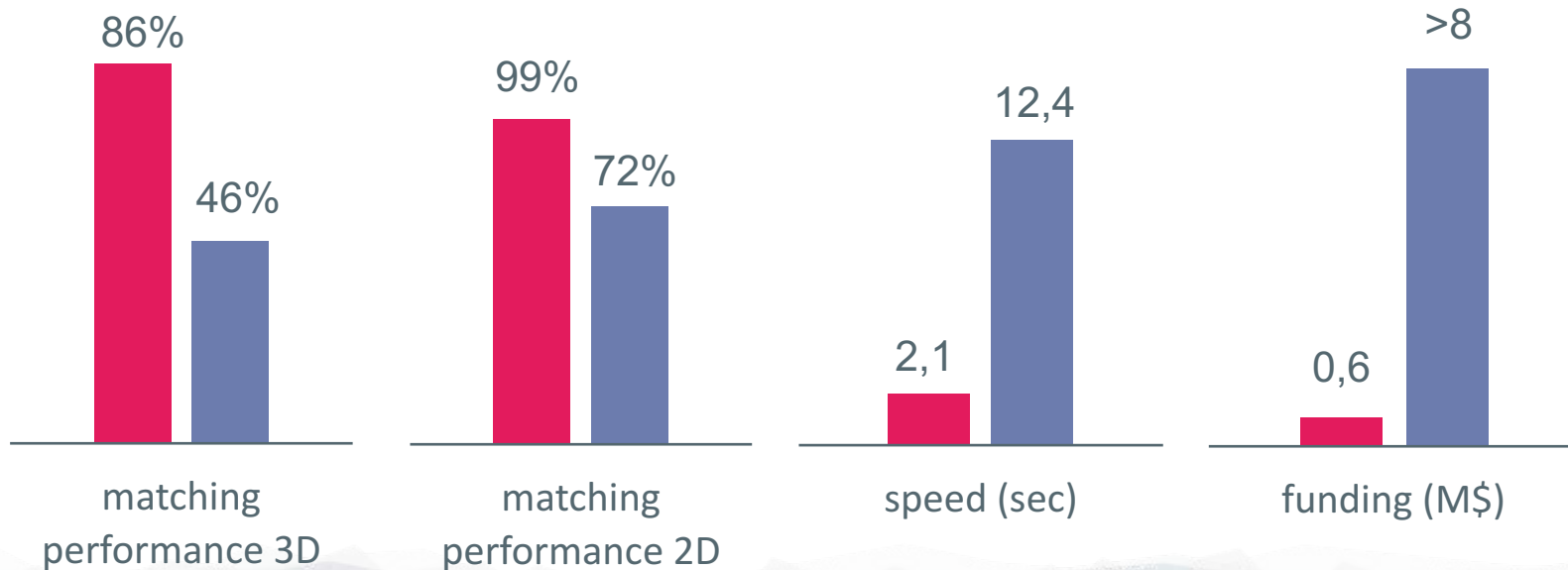
**Miele**

# significant raise of all major KPIs



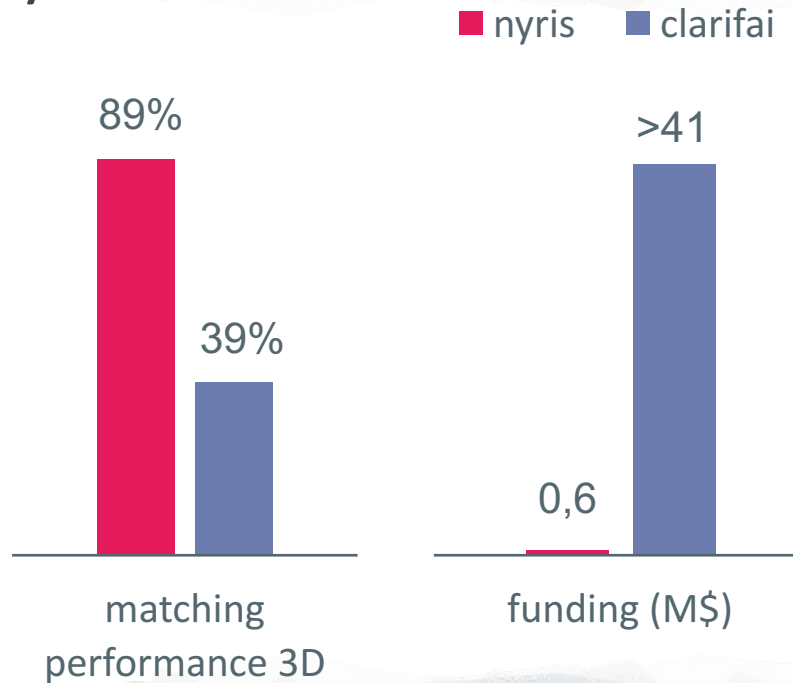
did extensive research on visual search tech –  
leading to 2 companies in the final

■ nyris ■ competitor





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

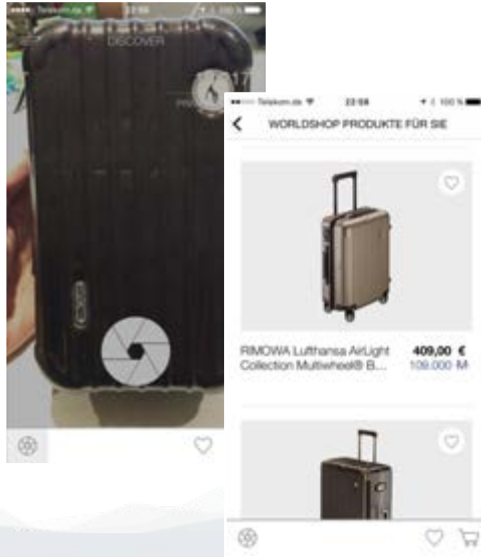


Global visual search challenge run by **Cdiscount**

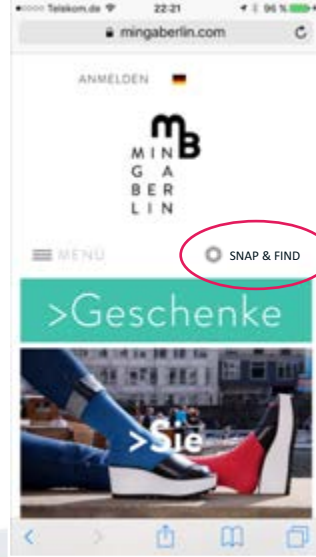
**WINNER** = nYrîs

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

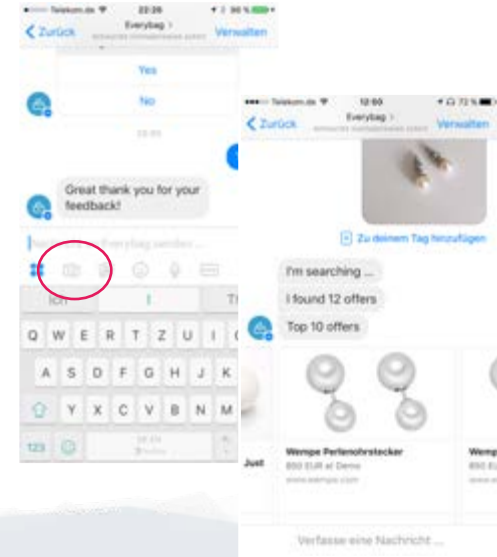
## APP



## 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  
**RWTH AACHEN**  
UNIVERSITY

**CEO**  
**Dr. Anna Lukasson-Herzig**



Founder of  
Product manager  
at **amazon**

Engineering  
**RWTH AACHEN**  
UNIVERSITY

**CTO**  
**Markus Lukasson**



# Our investors & supporters

Business Angels



AXEL SPRINGER  
PLUG AND PLAY



Microsoft  
ScaleUp



aws<sup>activate</sup>





# 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!



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