

AI inside@JD

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Roadmap

2004.01

Jdlaser.com , the earliest predecessor of JD.com was launched.

The company began developing its own logistics network.

2007

2008.10

JD Mall began selling general merchandise products online , becoming an integrated e-commerce provider.

JD launched its third-party
market-place platform.


2010.12

2013.10

JD Finance was established as an
independent business group.

JD.com formed a strategic partner-
ship with Tencent , launching a new
business model combining social
networking and e-commerce.

2014.03



JD.com was listed on NASDAQ
with the ticker "JD"

2014.05

2016.06

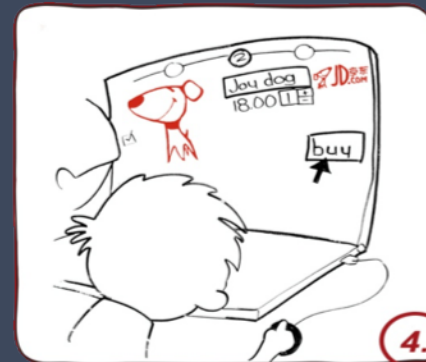
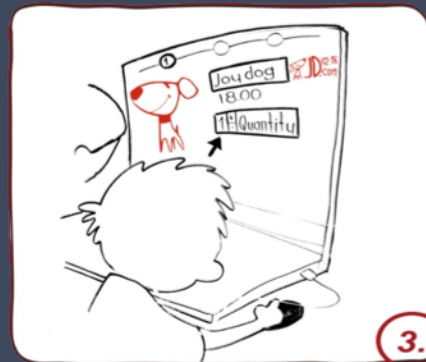
JD.com and Walmart formed a
strategic alliance. Walmart currently
holds a~10% stake.

JD.com became the first Chinese Internet
company on Fortune Global 500 List.

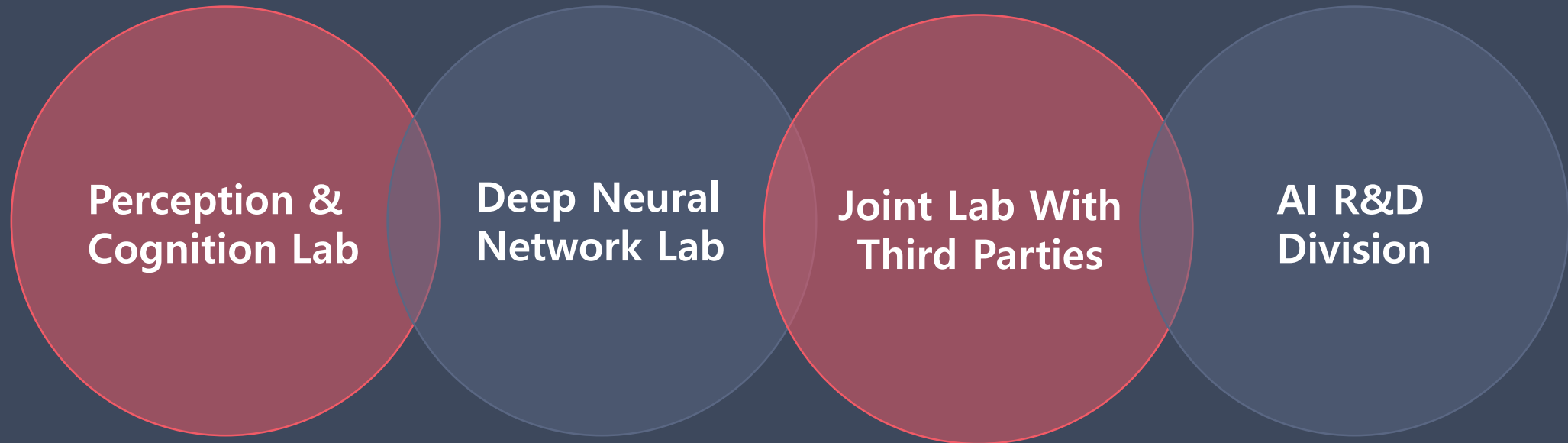
2016.07



How Does JD Work ?



AI Effort



How To Drive AI Effort



Perception & Cognition



NLP



Decision Making





Perception & Cognition

Perception & Cognition



Image Search



OCR



Facial Recognition

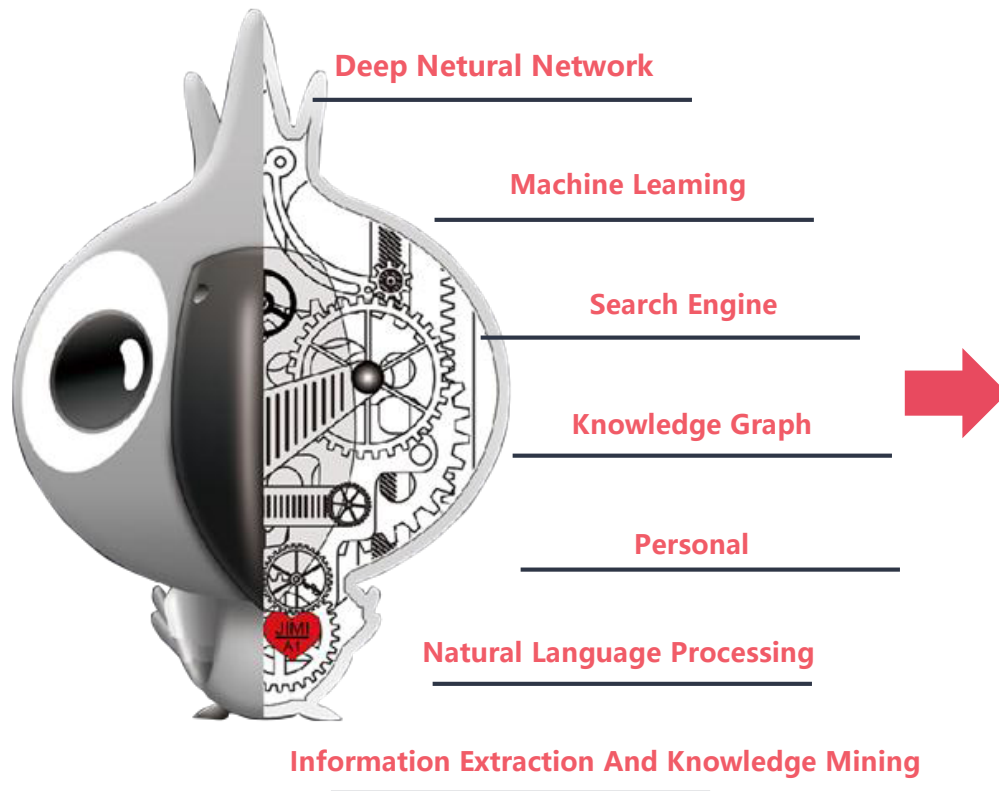
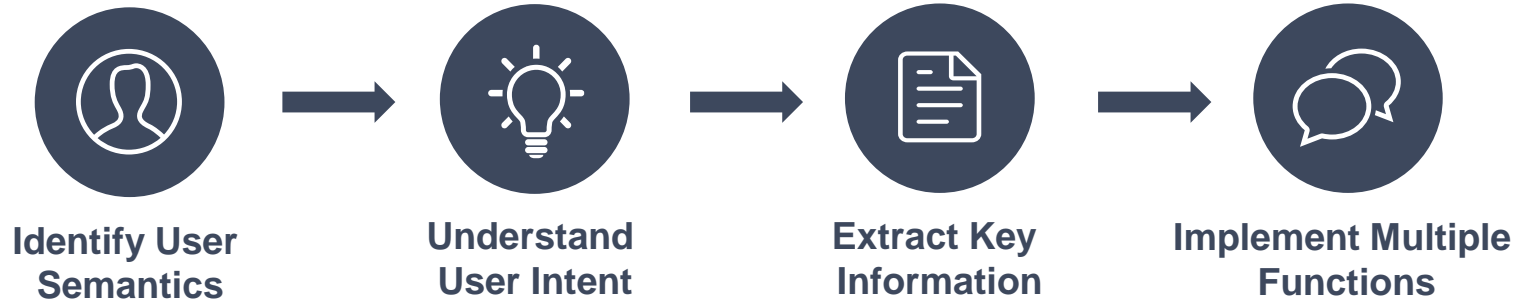


Voice Search



NLP

Natural Language Processing



Customer Service

Real-time Response

Personalized Answering

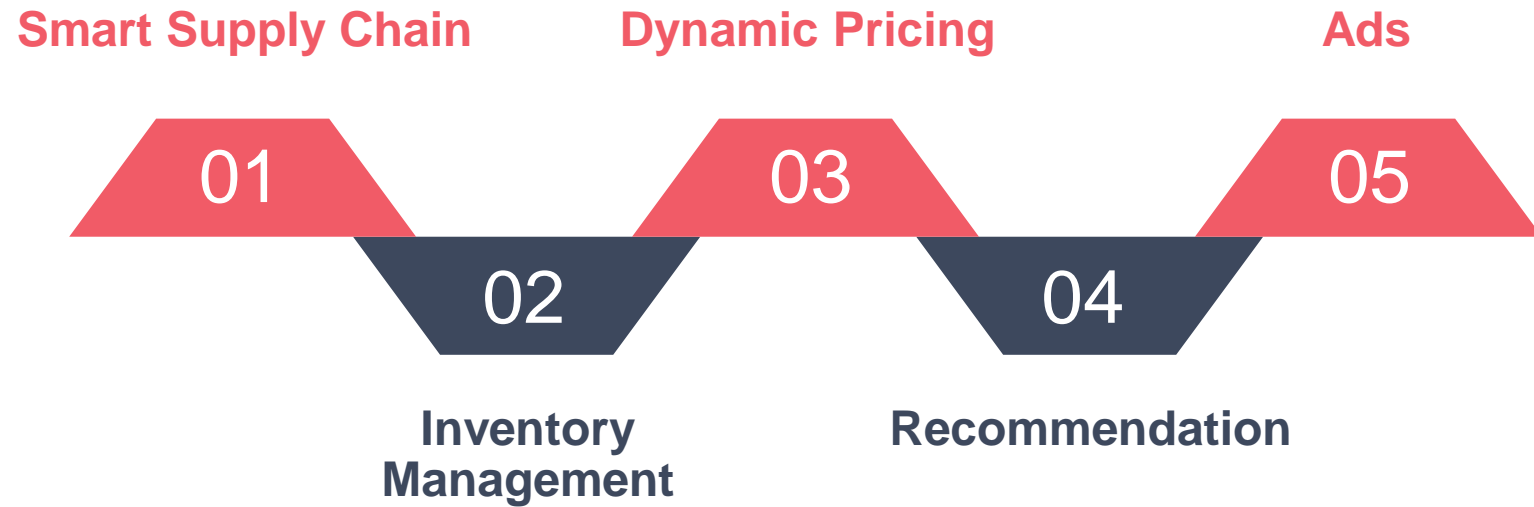
Proactive Care

Multi-terminal Support

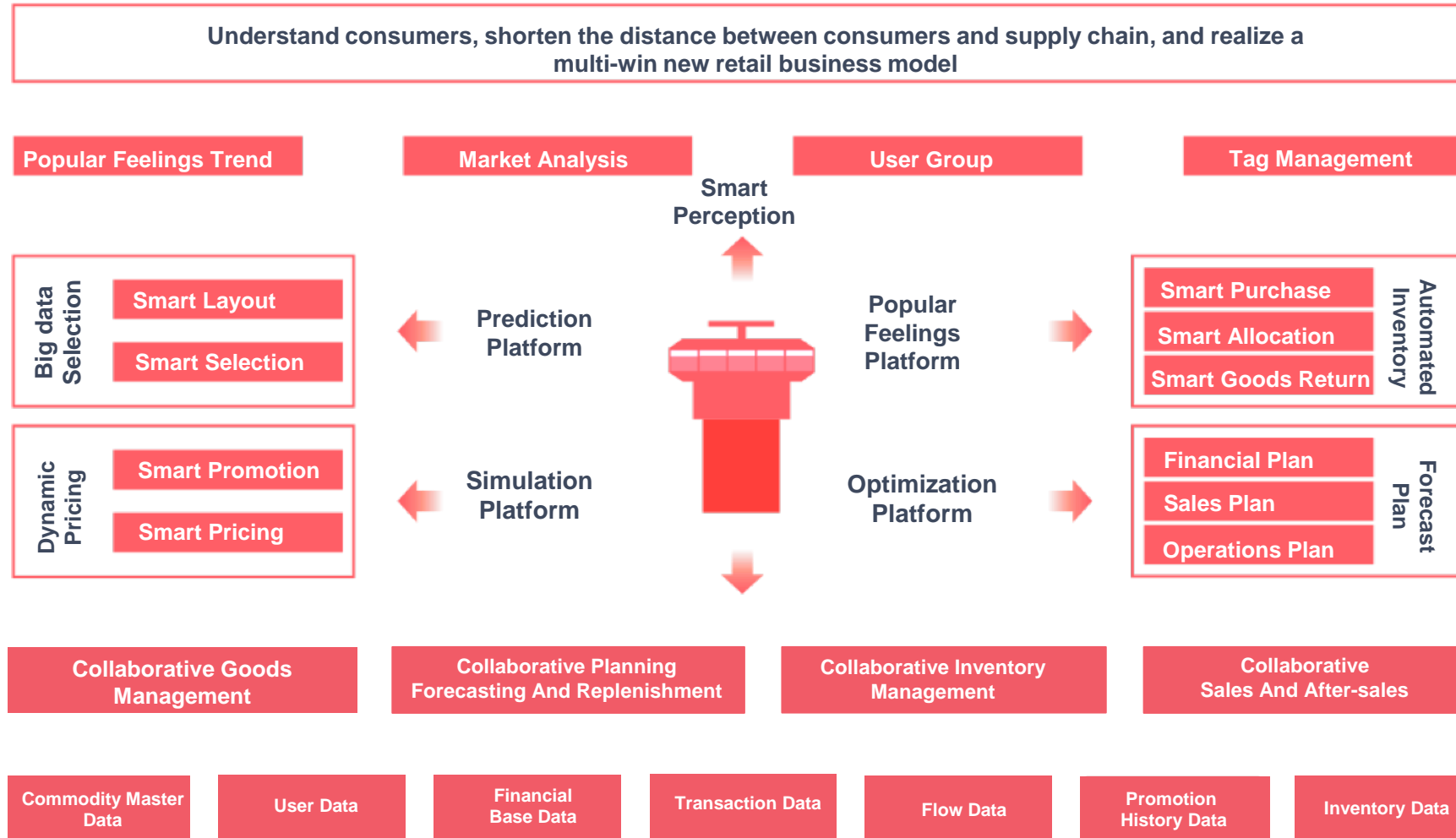


Decision Making

Decision Making



Smart Supply Chain





What are we doing ?

The Ultimate Goal Of Unbounded Retail

Knowing People

Knowing Scene

Knowing Goods



Reconstruct

Cost

Efficiency

Experience

Unbounded Retail



7Fresh

Top Suspension Chain Technology



7Fresh

Smart Follow



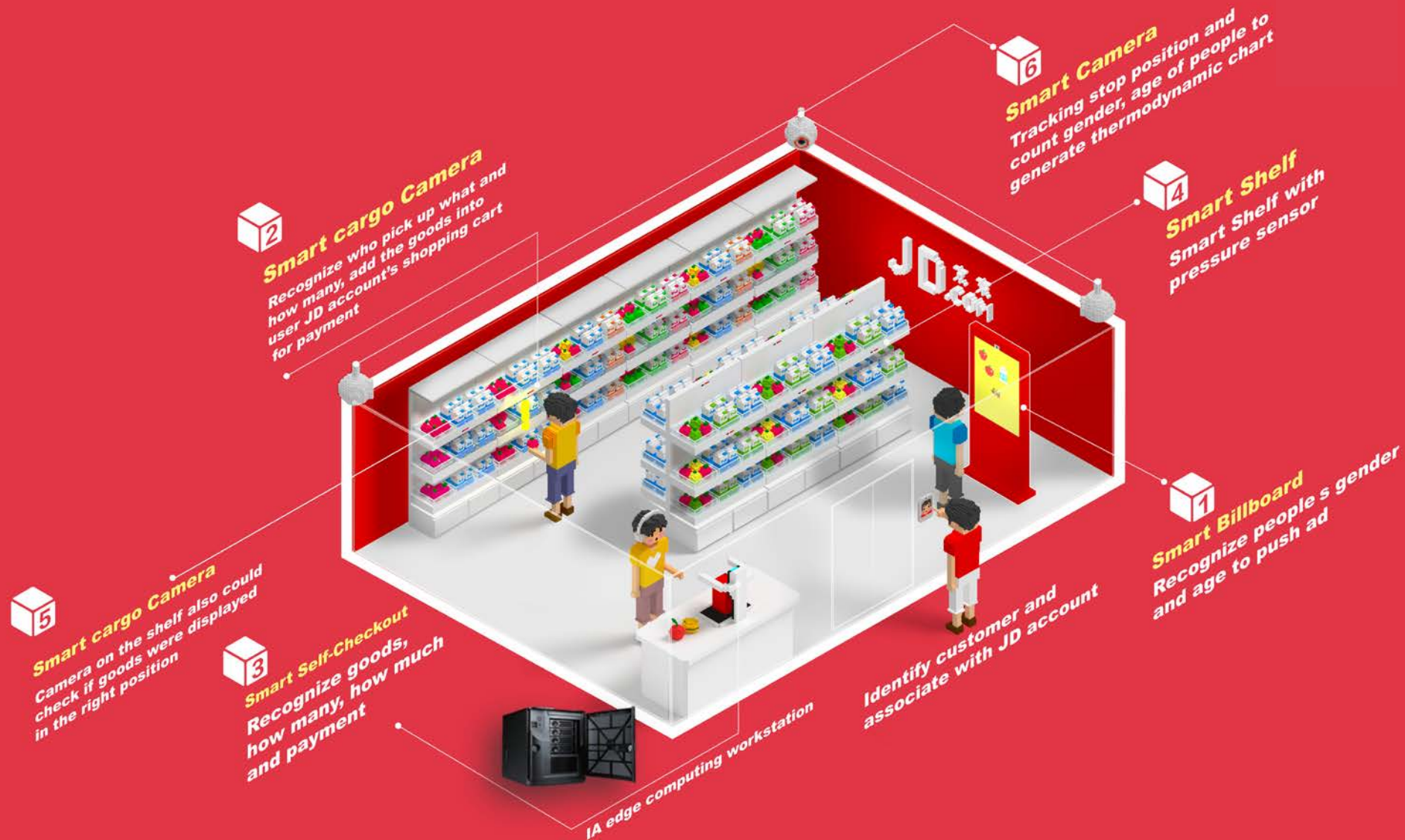
JD Home

Electronic Tags For Dynamic Pricing

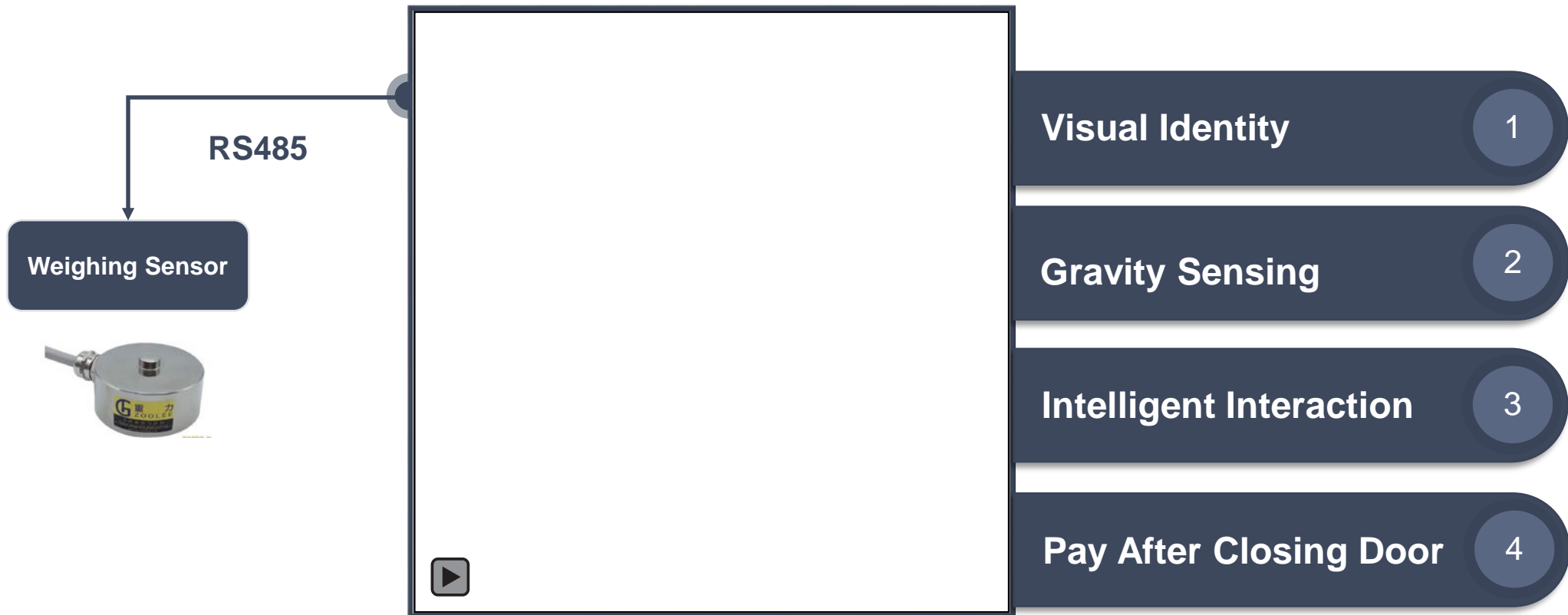
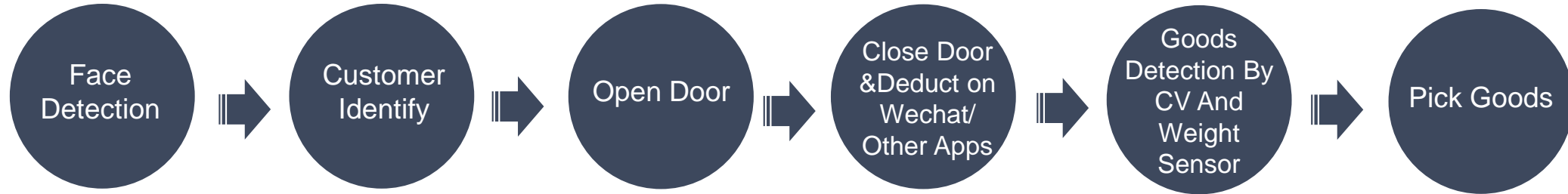
Intelligent Product - JD Smart Convenient Store



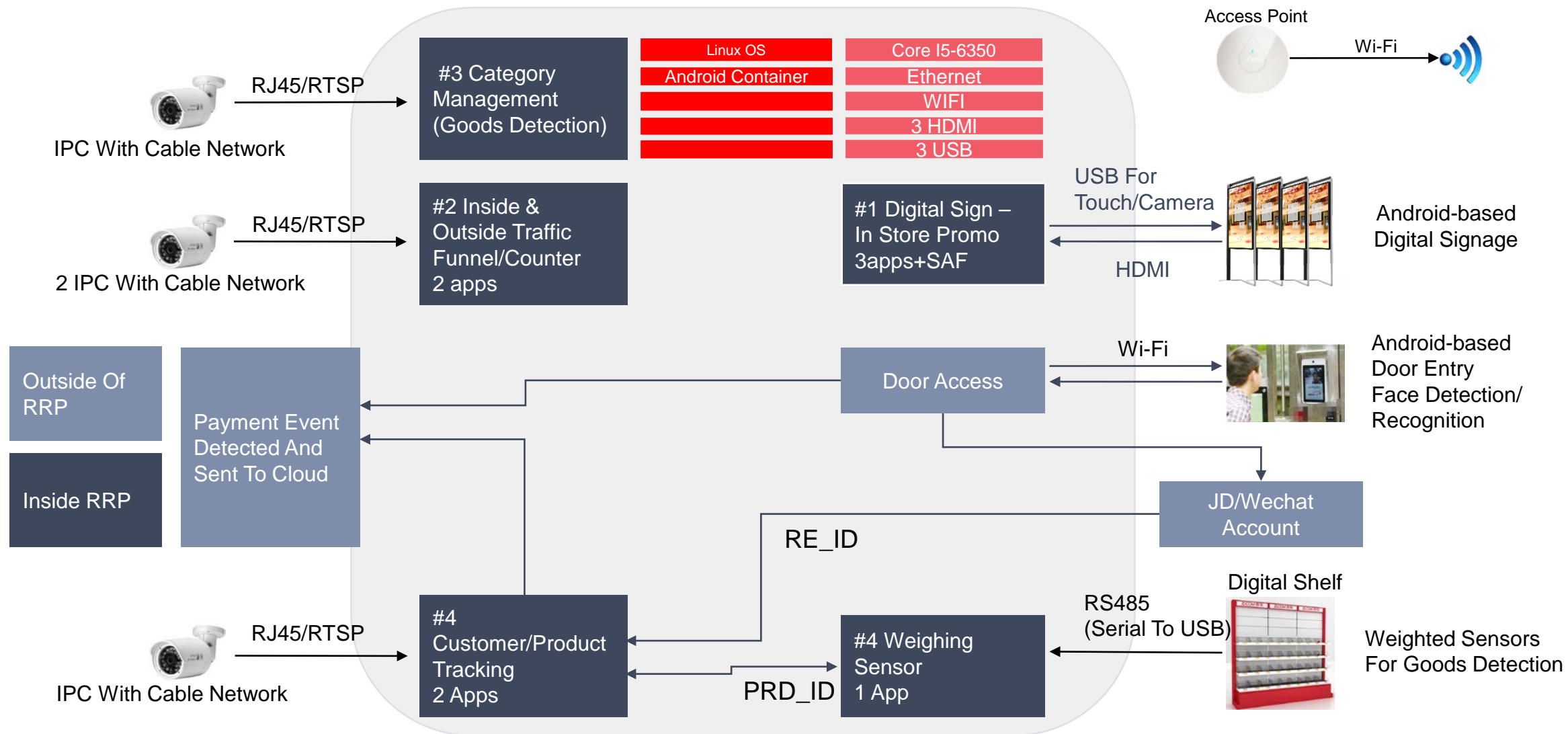
Smart Retail Technical Solution



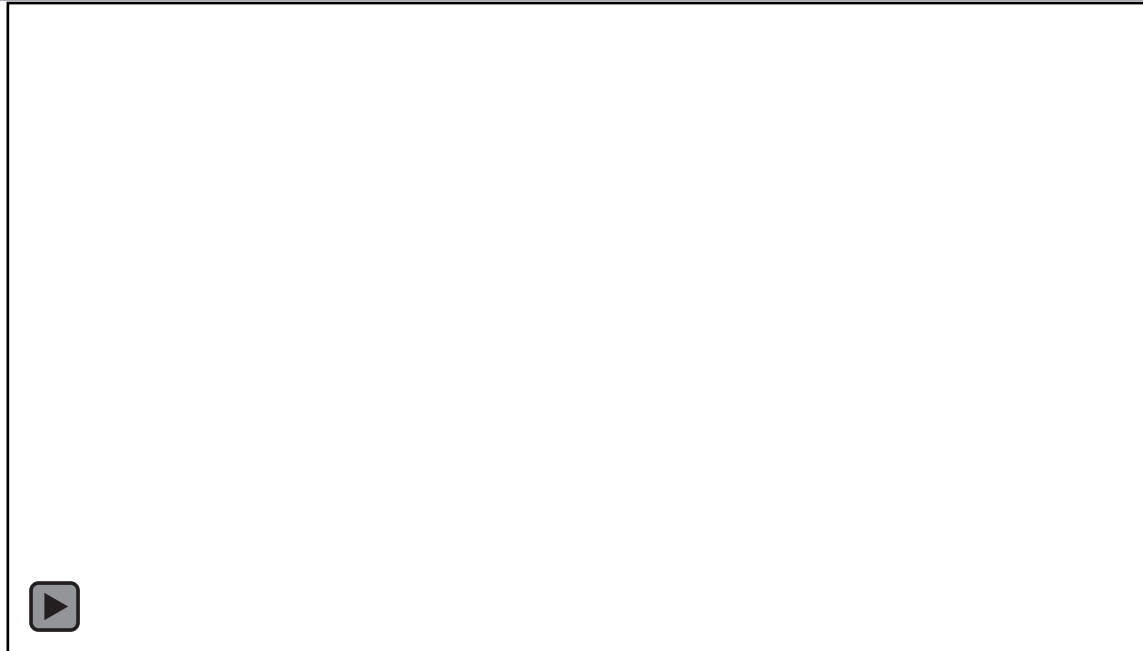
Intelligent Product - JD Smart Vending Machine



JD Staff-free Store



Mirror+ : Intelligent Solutions For Future Stores



Mirror+

Intelligent Collocation Screen

+

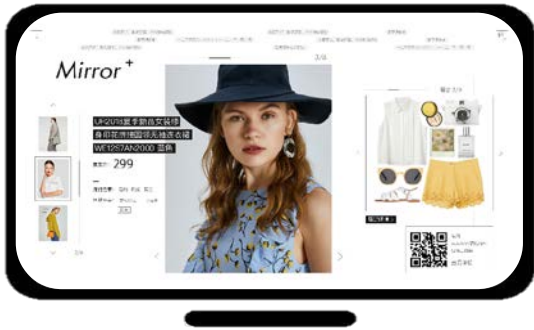
Immersion Fitting Mirror

Intelligent Collocation Service

Immersion Experience

Online And Offline Marketing Integration

Mirror+ : Intelligent Collocation Screen



Intelligent Collocation Screen



Commodity Information
Supplement

1

Promotion Of User
Shopping Experience



Intelligent Collocation

2

Brand Overall Sales Promotion



Virtual Shelf



Intelligent Purchase

3

Shop Operation Efficiency
Promotion

Mirror+ : Immersive Fitting Mirror



Real Time Beauty Photo

Replace The Interesting Background

One Key Upload Sharing

2C

- Interest & Interaction
- Stimulus Purchase
- Purchase Sharing

2B

- Attract Users
- Brand Communication
- Brand Social Communication

THANKS



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