



May 23, 2018

THE AI FIRST EXPERIENCE

CLARIFAI IS A MARKET LEADER IN VISUAL RECOGNITION AI TECHNOLOGY

Proven, award-winning technology Team of computer vision experts \$40M+ in venture to date

The ImageNet logo, featuring the word "IMAGENET" in a sans-serif font. The letter "A" is replaced by a small graphic of three colored squares (green, orange, and red) arranged in a triangular pattern.

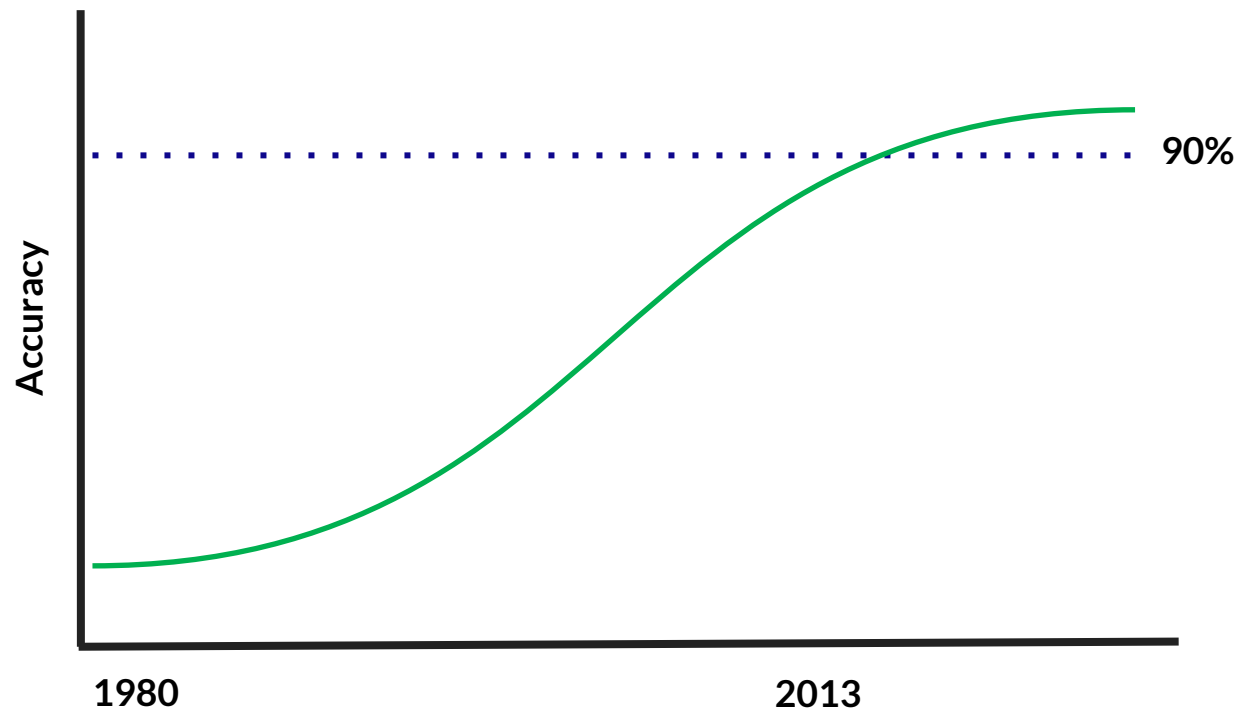
Imagenet 2013 Winners



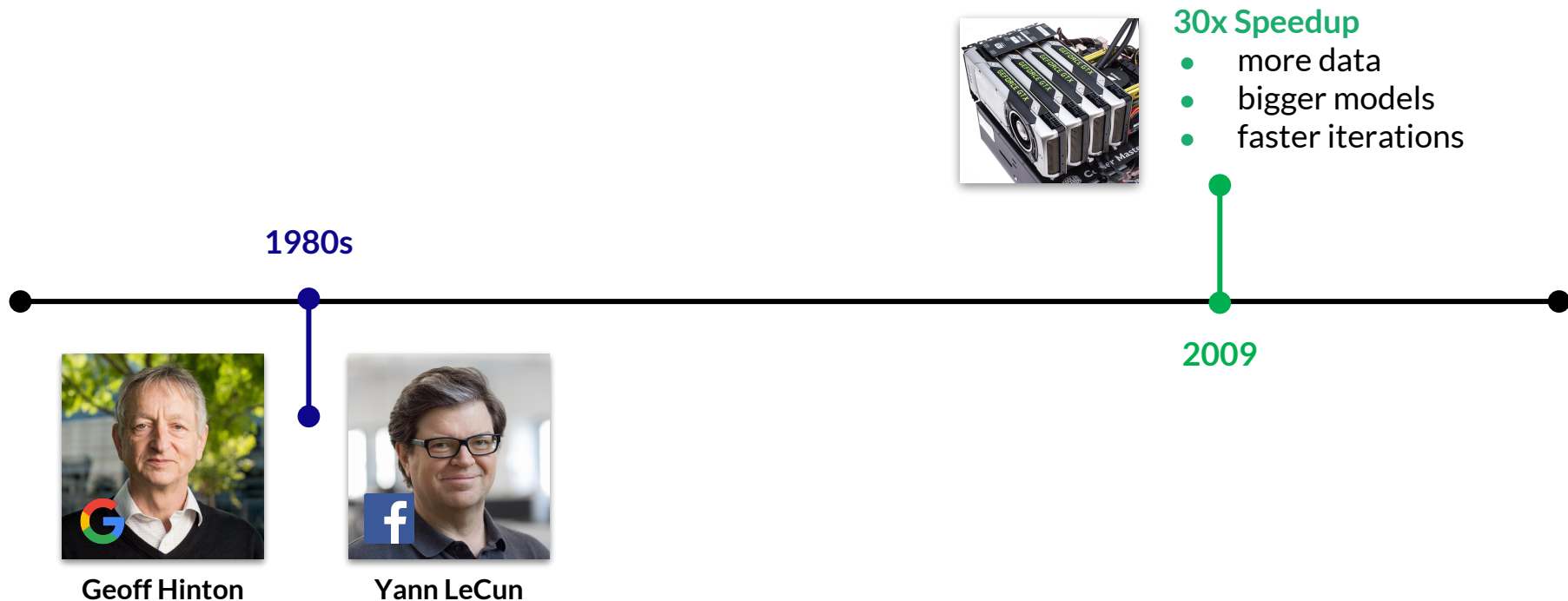
Matt Zeiler, CEO & Founder
Machine Learning PhD



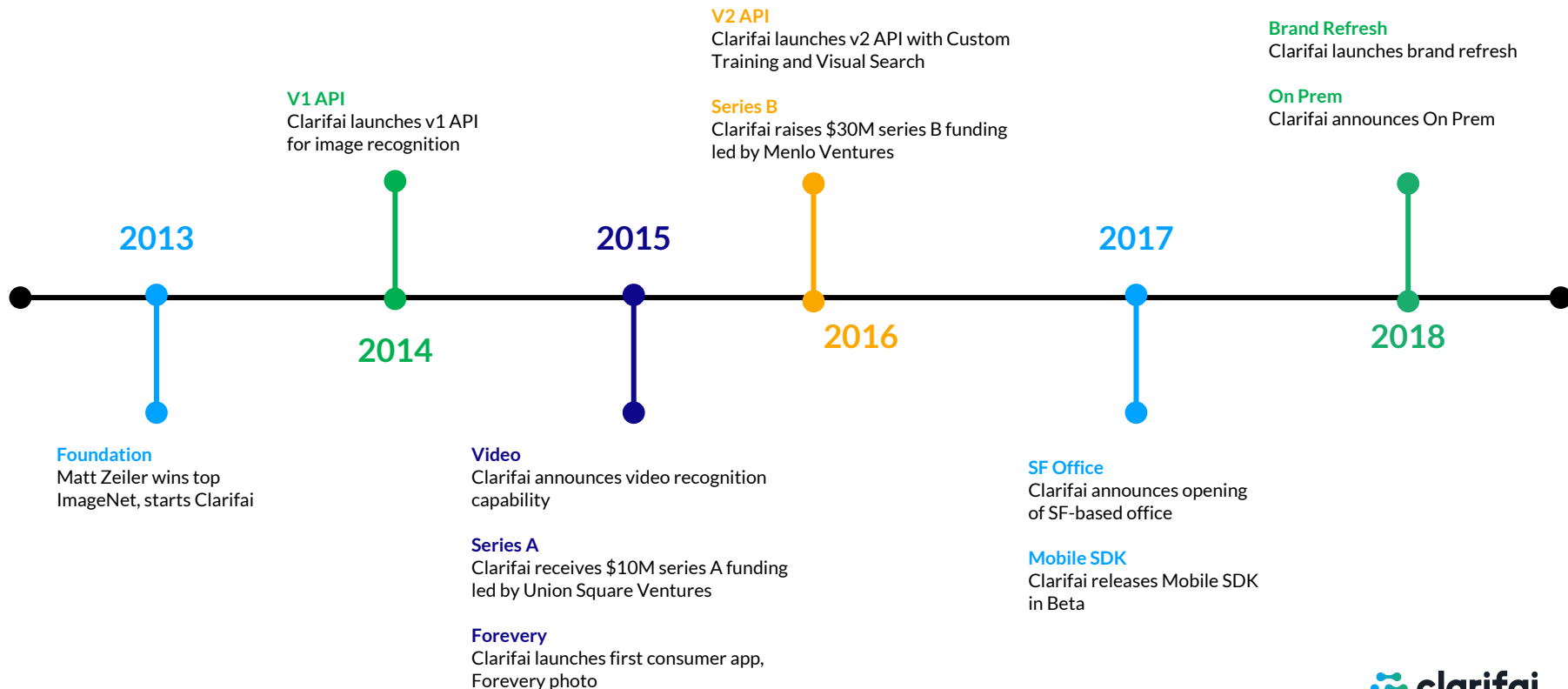
COMPUTER VISION RESULTS



NEURAL NETWORK HISTORY



CLARIFAI: A BRIEF HISTORY



POWERFUL ARTIFICIAL INTELLIGENCE IN CLEAN APIS AND SDKS

For Internal Use Only - Do Not Distribute



MODEL GALLERY DEMOS



Color

Identify the dominant colors present in your media in hex or W3C form



Demographics

Predict the age, gender, and cultural appearance of detected faces



Face Detection

Detect the presence and location of human faces with a bounding box



General

Our most comprehensive model with concepts, objects, scenes, and more



General Embedding

Computes numerical embedding vectors using our 'General' model



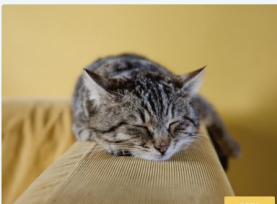
Landscape Quality

Identifies quality of landscape images



Face Embedding

Computes numerical embedding vectors using our 'Face Detection' model



Focus

Returns overall focus score and identifies in-focus regions within an image



Food

Recognize food items and dishes, down to the ingredient level



Logo

Detect and identify brand logos within images



Moderation

Identify unwanted content including gore, drugs, and explicit or suggestive nudity



NSFW

Identify different levels of nudity in visual content


EASY TO USE API









```
from clarifai.rest import ClarifaiApp
app = ClarifaiApp(api_key='YOUR_API_KEY')
model = app.models.get("general-v1.3")
model.predict_by_url(url='https://samples.clarifai.com/metro-north.jpg')
```

SIMPLICITY IN USER INTERFACE

GENERAL FACE NSFW COLOR

MORE MODELS







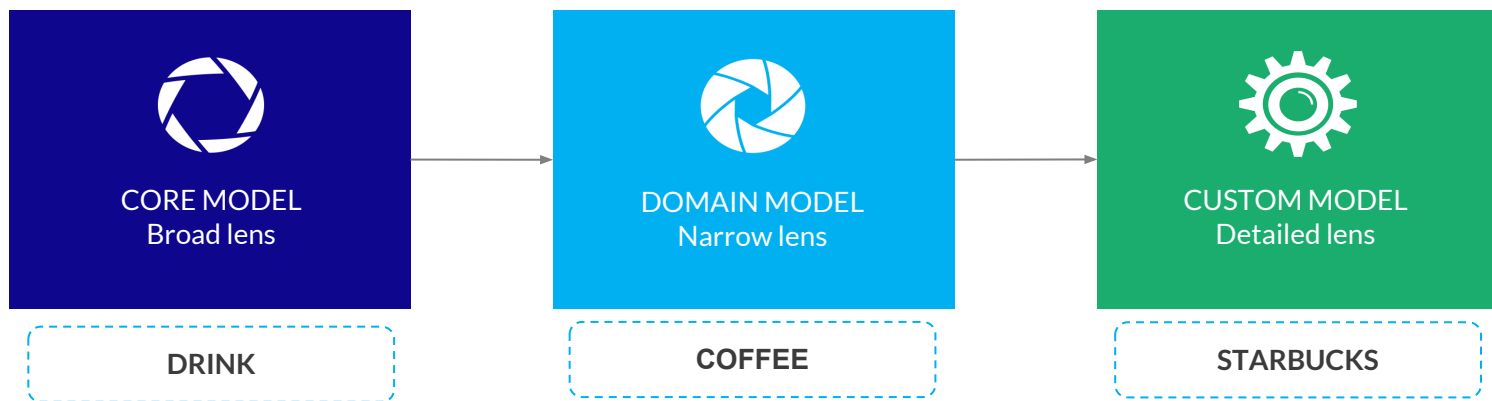
General [VIEW DOCS](#)

LANGUAGE
English (en)

PREDICTED CONCEPT	PROBABILITY
sunset	0.997
water	0.995
dawn	0.986
dusk	0.982
boat	0.981
reflection	0.977
evening	0.976
sea	0.973
sky	0.972
sun	0.964
beach	0.964
ocean	0.961

 TRY YOUR OWN IMAGE OR VIDEO 

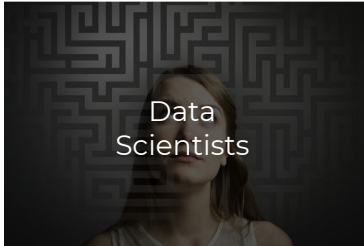
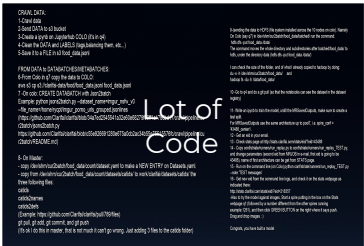
POWERFUL SOLUTIONS FOR EVERY PROBLEM



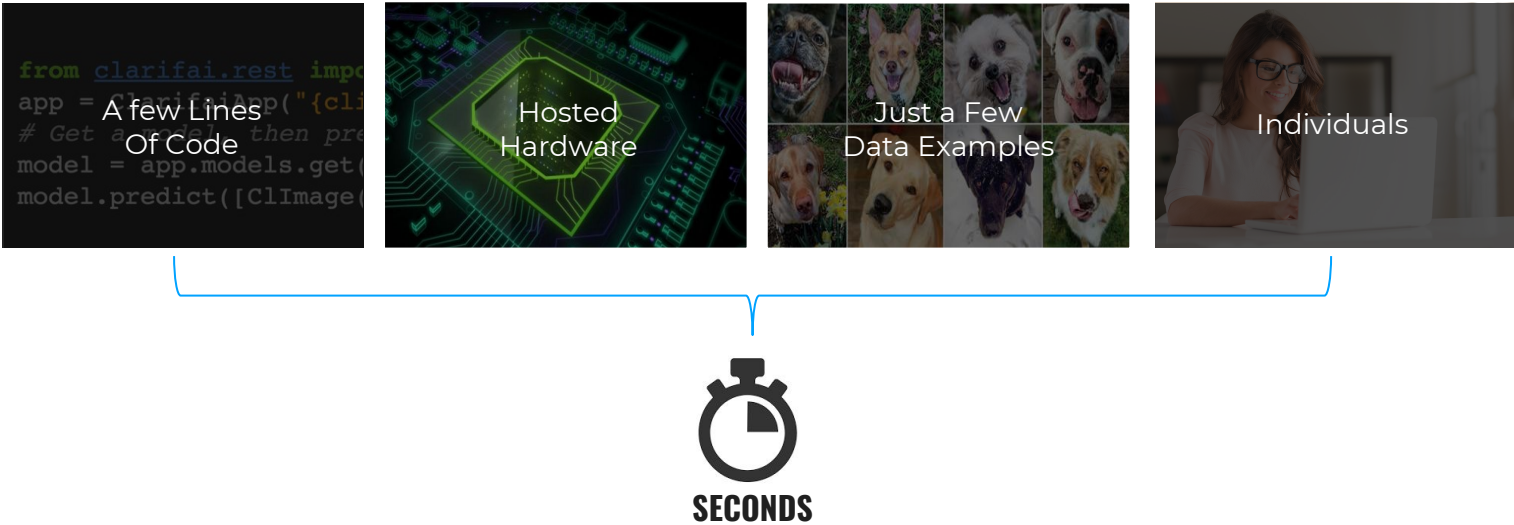
CUSTOM TRAINING

Teach the AI about the world from your own unique perspective

HOW YOU TRAIN AI



HOW TO GET EVERYONE TO TRAIN AI

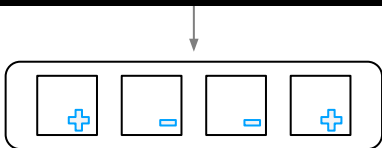


A night sky with the Milky Way galaxy visible, silhouetted hills, and a dark field.

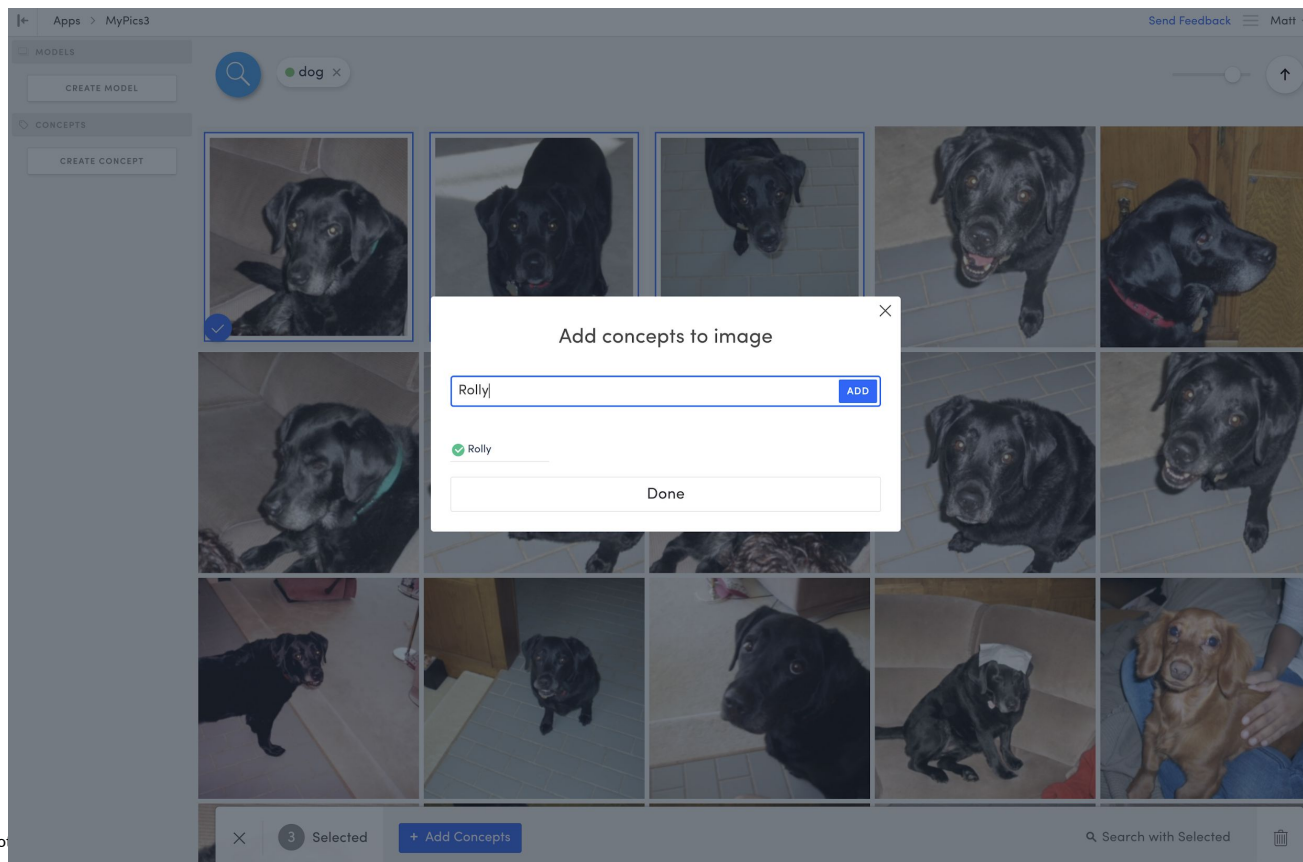
CUSTOM TRAINING DEMOS

HOW SIMPLE IS IT TO TRAIN?

```
from clarifai.rest import ClarifaiApp
app = ClarifaiApp(api_key='YOUR_API_KEY')
# Import a few labelled images
app.inputs.create_image_from_url(url="https://samples.clarifai.com/dog1.jpeg",
                                concepts=["cute dog"], not_concepts=["cute cat"])
app.inputs.create_image_from_url(url="https://samples.clarifai.com/cat2.jpeg",
                                concepts=["cute cat"], not_concepts=["cute dog"])
model = app.models.create(model_id="pets", concepts=["cute cat", "cute dog"])
model = model.train()
# Use your new model to predict on new images.
print model.predict_by_url(url="https://samples.clarifai.com/dog3.jpeg")
print model.predict_by_url(url="https://samples.clarifai.com/cat3.jpeg")
```



SIMPLICITY IN UI



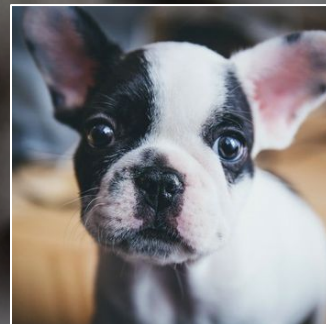
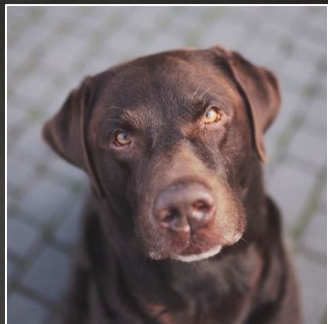
ORGANIZE WITH AI POWERED SEARCH

For Internal Use Only - Do Not Distribute



SEARCH BY TAG

HAS dog x



SEARCH

by image



red lace up sneakers with weird embellishments



SEARCH

by image and tag



HAS dog x



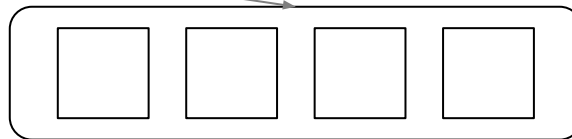


A night sky with the Milky Way galaxy visible, silhouetted hills, and a field.

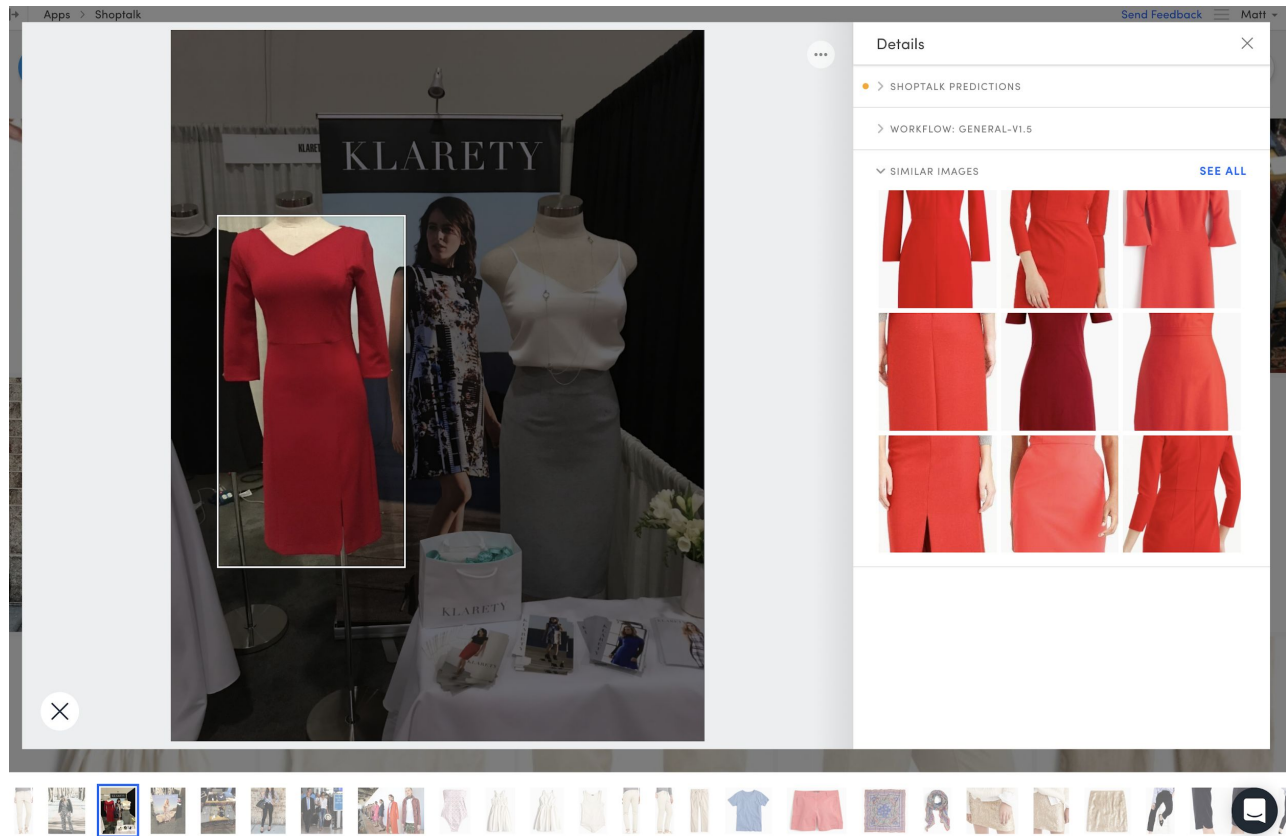
VISUAL SEARCH DEMOS

HOW SIMPLE IS IT TO SEARCH?

```
from clarifai.rest import ClarifaiApp
app = ClarifaiApp(api_key='YOUR_API_KEY')
# before search, first need to upload some images
app.inputs.create_image_from_url("https://samples.clarifai.com/puppy.jpeg")
# search by public concept
app.inputs.search_by_predicted_concepts(concept='dog')
```

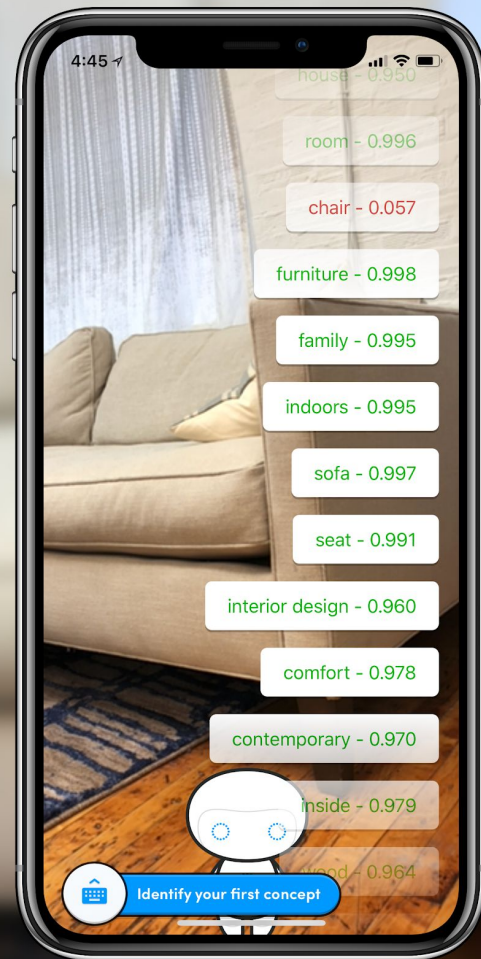


SIMPLICITY IN USER INTERFACE

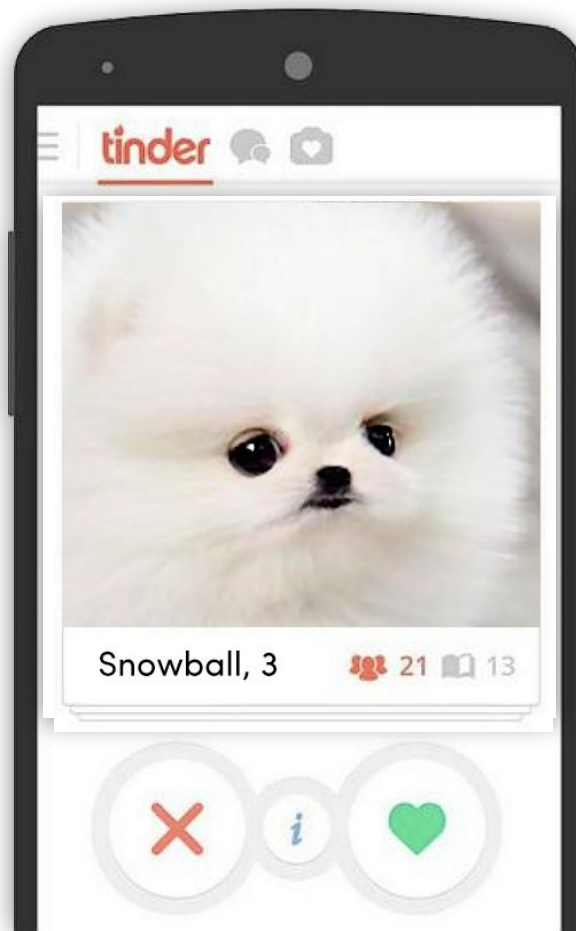


PUSHING AI TO THE EDGE

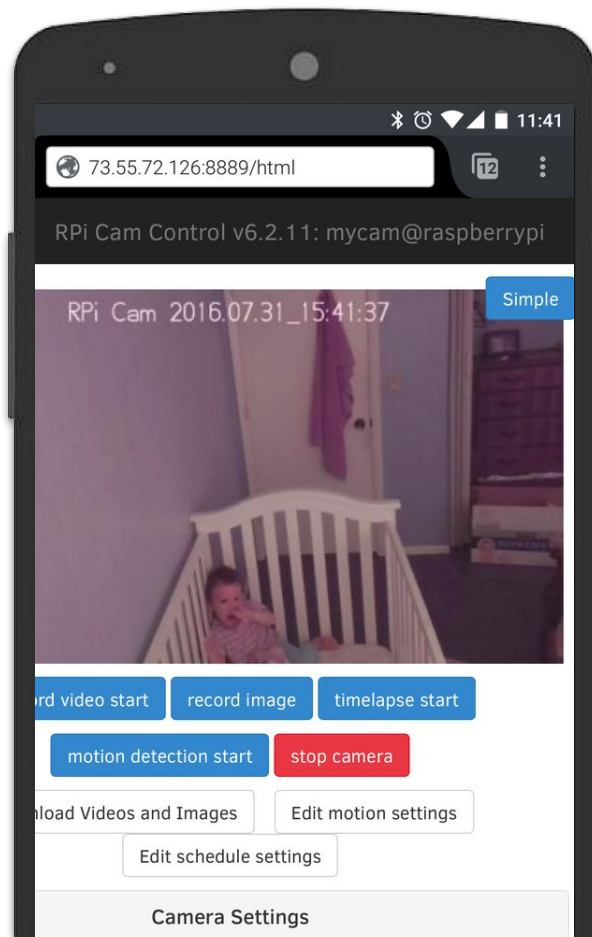
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LEARN YOUR PREFERENCES



MONITOR YOUR WORLD



SEAMLESSLY INTEGRATED



Cloud API

Integrate machine learning into your business in no time flat with just a few lines of code



Mobile SDK

Run AI on-device with zero lag, online or offline, to build mobile apps that get more accurate with each use



On-Premise

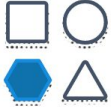
Run AI on your servers and manage the apps and services you build on top of it

CLARIFAI SOLUTIONS

Predict, Train, Search
are building blocks to
providing real world
solutions


PROFIT OPTIMIZATION

PROFIT




Organize and Curate
Save time on categorizing media

PROFIT




Visual Search
Use images to return matching content

PROFIT



Customer Analytics
Generate insights from user behavior


PROFIT



Recommendation & Discovery
Surface highly relevant content


MONITOR

MONITOR



Moderation
Automatically filter sensitive content

MONITOR



Security
Automate supervision of physical spaces

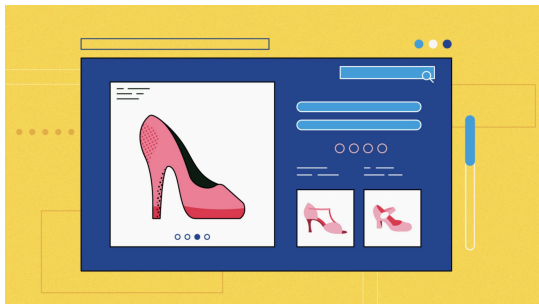
EXAMPLE: FROM DIGITAL TO PHYSICAL - THINKING AI FIRST

Bridging the gap between online store experiences and brick & mortar retail.

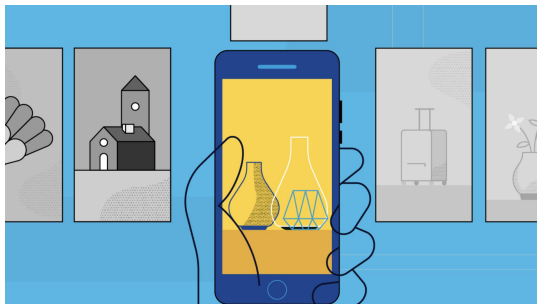
THE STORE OF THE FUTURE

Practical implementations to...

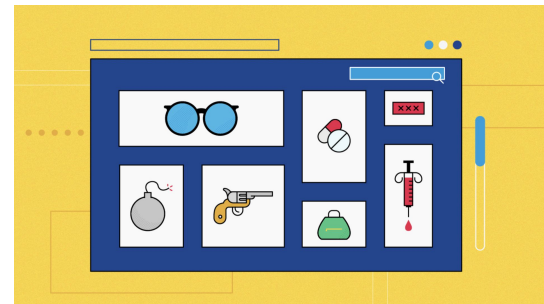
Recommend



Analyze & Understand

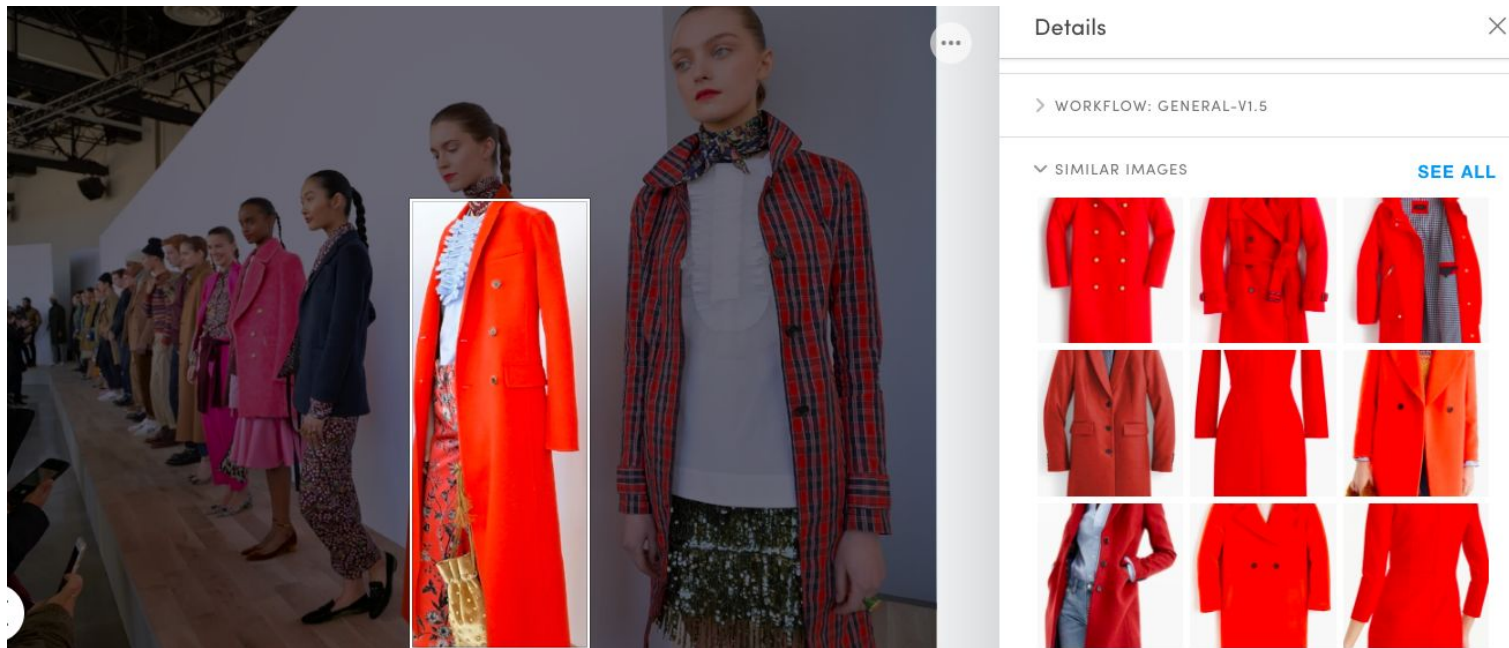


Automate & Maintain



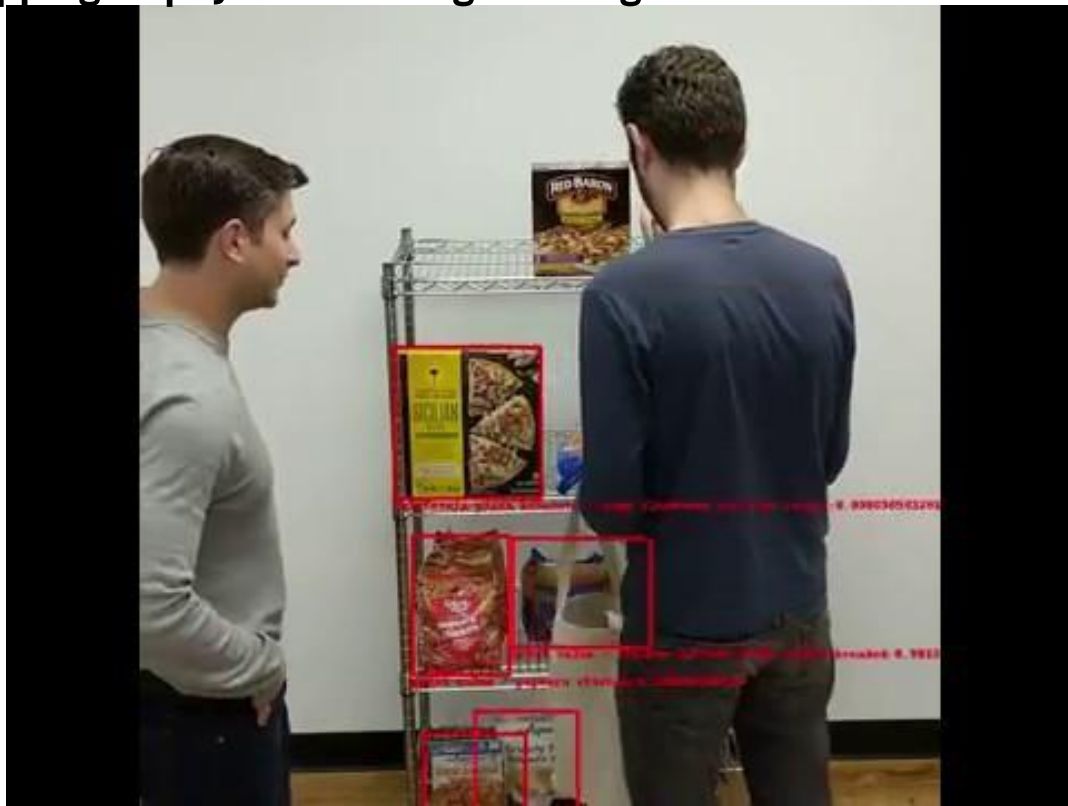
GUIDE THE BUYER JOURNEY WITH PHOTOS

AI enhances shopping of digital catalog from the physical world



ADD A NEW LAYER OF UNDERSTANDING IN-STORE

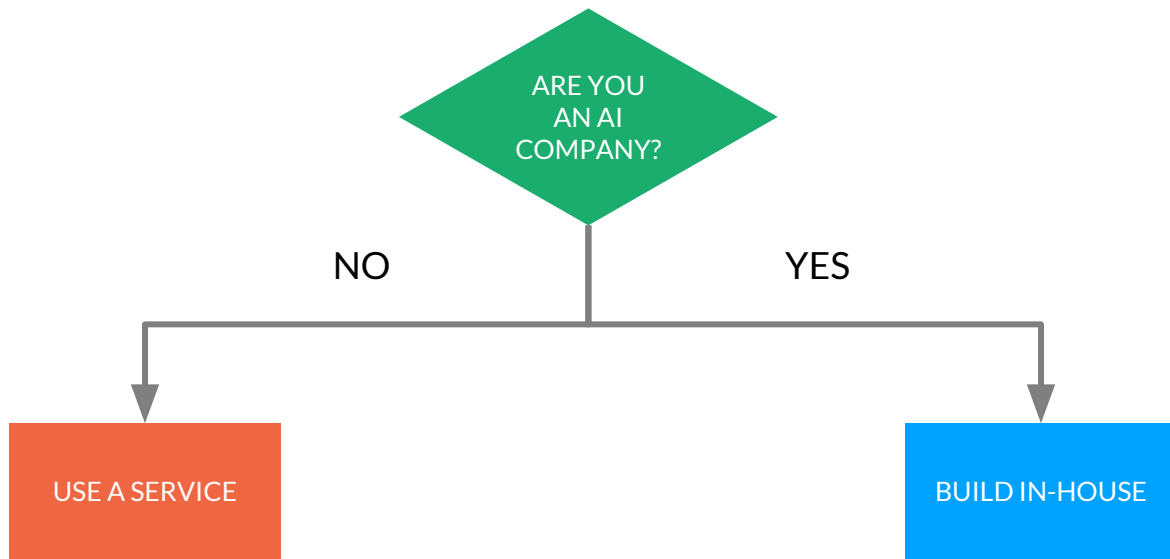
AI enhances shopping of physical catalog with digital features



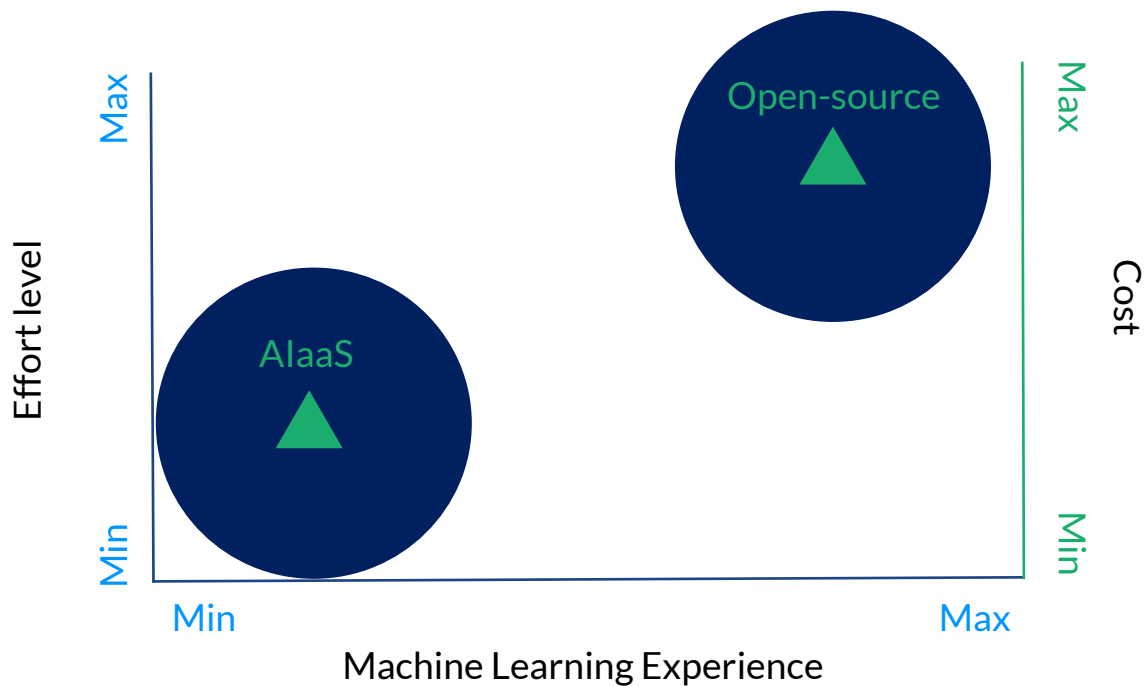
ENHANCE VALUE TO CUSTOMERS WITH AI

ROI	Method	Online	In-store
Profit Optimization	Optimize inventory	yes	yes
	Organize layout	yes	yes
	New discovery	yes	yes
	Recommendation	yes	yes
	Analytics	yes	yes
Monitoring	Protect Your Brand	yes	yes

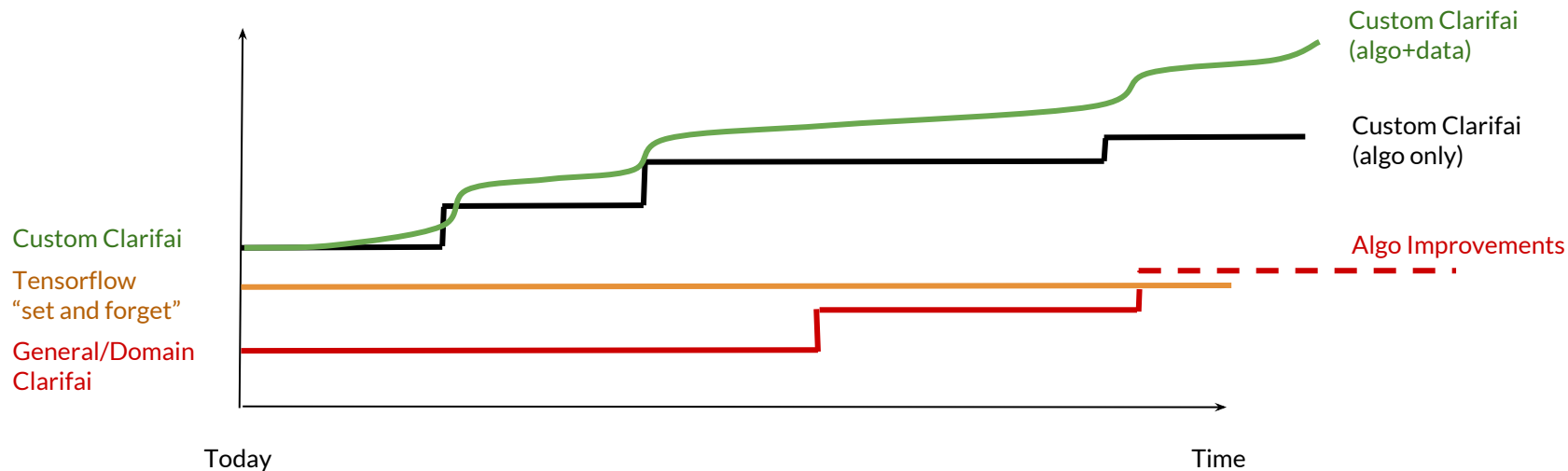
START BY ANSWERING ONE IMPORTANT QUESTION



MACHINE LEARNING EXPERIENCE



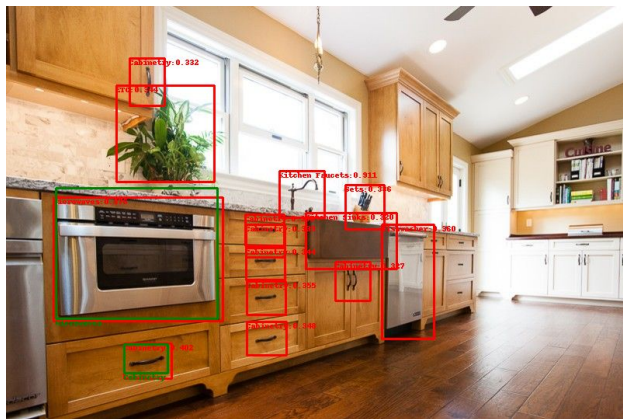
ACCURACY FOR YOUR PROBLEM



OBJECT DETECTION

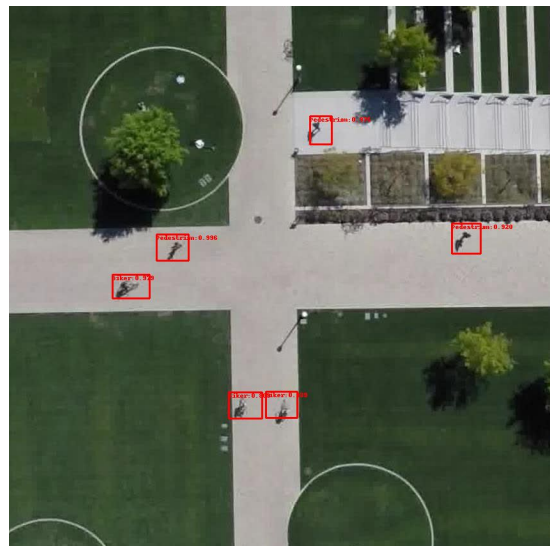
Detection

Detect what concepts are present AND where they appear.



Aerial Detection

Train detection models using horizontal, vertical and spectral imagery from satellites and drones..





INDUSTRY

Travel

USE CASE

Auto-tag professional photos from hotels on its platform

RESULT

- Improved efficiency of human moderators
- Curated new content for customers

The screenshot displays the trivago website interface for hotel searches in Bali. The top navigation bar includes the trivago logo, currency (USD), language (EN), and a user profile link. The search bar shows 'Bali' with a search button. Below the search bar, there are filters for Check-in, Check-out, and Double Room. The main content area shows a list of hotels with their ratings, prices, and deal buttons. The left sidebar contains filters for Price, Guest rating, Hotel class, and Top options. The right sidebar shows the total number of hotels (827 out of 14,900) and a sort-by dropdown menu.

Search Results Summary:

Hotel Name	Rating	Price	Deal
La Beau Kunti Villa	8.5 Very good (91 reviews)	\$137	View Deal
The Legian Bali	9.4 Excellent (696 reviews)	\$447	View Deal
The Chedi Club at Tanah Gajah	9.5 Excellent (346 reviews)	\$398	View Deal
Kajane Mua Villas	8.9 Excellent (809 reviews)	\$73	View Deal
Four Seasons Resort Bali at ...	8.8 Excellent (447 reviews)	\$585	View Deal
Aston Canggu Beach Resort ...	8.8 Excellent (447 reviews)	\$56	View Deal

inside

INDUSTRY

Healthcare

SOLUTION

Augment doctors with “intelligent” medical diagnoses

IMPACT

- 99% accuracy in identifying ear diseases
- Brought modern medicine and specialized ear treatments to remote communities in Africa and south America



Our mission

Our mission is to provide healthcare by [developing disrupting tools](#) and [applied artificial intelligence software](#) that will fundamentally increase the access to diagnostics in remote and rural areas around the world.

VentureBeat

Forbes

FIRSTCOMPANY



west elm

INDUSTRY

E-commerce and Retail

SOLUTION





Automatically recommends relevant West Elm products based on visual similarity to a user's Pinterest board

IMPACT

- Increase basket size
- Increase RPV
- Increase Conversions
- Digital Decor: Buy a room vs. a piece of furniture

Follow us on Pinterest
pinterest.com/westelm

west elm

Share:    

PINTEREST x WEST ELM
STYLE FINDER
Turn your inspiration into products you can actually shop.

LET'S GET STARTED!

FIND YOUR INSPIRATION
Choose a Pinterest board that best represents your style.

→

...AND BRING IT HOME!
We'll find west elm products that closely match your inspiration.

Furniture

west elm
SOFAS + LOVESEATS

COFFEE + SIDE + CONSOLE TABLES


1 PASTE A PINTEREST LINK
Tip: You can enter any public Pinterest board, regardless if it's yours.

URL

2 SELECT A CATEGORY


































PINTEREST IMAGES

SUBMIT



CLARIFAI CUSTOMERS

JOIN LEADERS WHO ARE ENABLING AN AI FIRST EXPERIENCE

PROFIT OPTIMIZATION				MONITOR	
Visual Search	Recommendation & Discovery	Organize & Curate	Customer Analytics	Moderation	Security
     	      	          	  	     	



clarifai

THANK YOU