CREATE INTERACTIVE EXPERIENCES WITH A WINE SCANNER APP

White Paper

catchoom

Web-based recognition: interactive experiences without a native app

Catchoom is a global innovator in **Image Recognition** and **Artificial Intelligence** solutions for retailers with more than 750+ million real-world interactions to date.
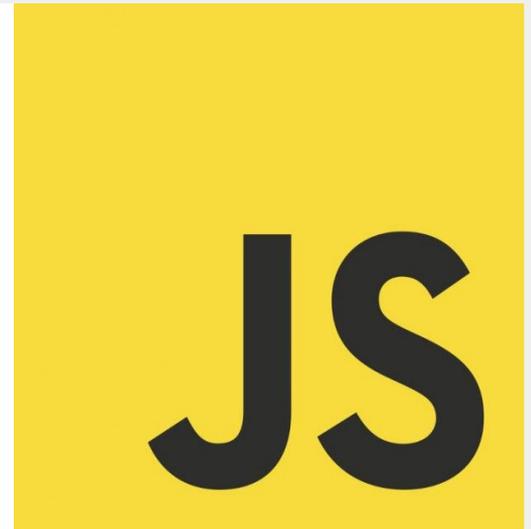
Catchoom's Cloud Image Recognition Javascript library makes it easy to bridge the offline-to-online gap.

It can be i**ntegrated in your mobile web,** removing the need to download a native app, and allowing universal experiences across devices.

A simple scan can trigger useful features such as **product information, reviews and recommendations, discounts and promotions.**

JS

Uvinum adds scan-to-shop feature to their website

UVINUM
You'll love buying wine

Online marketplaces can greatly benefit from **Cloud Image Recognition Javascript library.**

Uvinum, for example, is the go-to marketplace for wine, beer, spirits, gourmet products and accessories.

They offer the largest catalog of products in Europe, with over **90,000 items on sale**, and hold the **Best Online Wine Retailer 2016** award, with more than 100,000 satisfied customers.

By adding the option to discover drinks with a simple scan, Uvinum is able to provide **seamless interaction between the real world and their vast online catalog.**

Besides making the buyer journey fast and efficient, they also provide

- **quality information** about the products,
- **relevant recommendations,**
- **and best consumption tips,**

without the additional effort of developing and downloading a native app.

Cloud Image Recognition Javascript Library HTML5

Catchoom's Image Recognition solution works reliably on many kinds of **textured objects – even in sub-optimal conditions** like low light, high reflection, difficult angles and long distances to the object.

82% of smartphone users consult their phones before making a purchase

62% of shoppers want to scan products to access reviews and recommendations
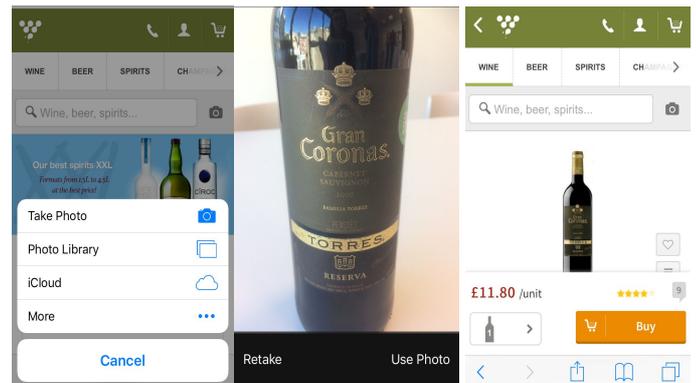
The Cloud Image Recognition Javascript Library sends images through the **Image Recognition API** to the software servers and returns instant responses on any-sized database – even the ones with millions of images, with an average **accuracy rate of 98%.**

Collections can be updated at any time with the solution's **Content Management System.**

The global server infrastructure ensures fast responses around the globe.

When the user accesses the website from a mobile device, a camera icon next to the search bar invites the user to discover products by scanning.

Users can point their phone's camera at a label or package and take a picture, or upload an image from their photo library.

With the Cloud Image Recognition Javascript running in the back, the website recognizes the label and looks for a matching item in the database.

The engine identifies it in less than a second and users are taken to the product page, where they can access information about the product, get recommendations, purchase the item, retrieve discounts and mor**e.**

This feature is also available for desktop web apps.