Visual Search Industry Report- This Month in Mobile

This month, Slyce saw a lot of discussion around the core drivers of the visual search industry: photos, mobile, and search. The year 2015 has seen more photos uploaded to the internet than in the entirety of human history. Making sense of this immense amount of data comes with challenges, and the industry is using mobile devices to overcome them. The rise of smartphones has created a behavioural shift in how we access the internet, and a change in attitude towards what technology will allow us to do.

On July 14th, Slyce launched a boutique fashion-focused shopping app, Craves. This is Slyce's third consumer app and received exceptional media coverage from the launch.

We Need a Smarter Way to Search Our Huge Photo Troves

07/16/2015

Taking photos, and sharing them on the internet, has become a primary use of smartphones. In the early days of this internet photo boom, users were faced with the challenge of photo beautification and enhancement. Countless apps now exist to solve this problem and providing editing tools that turn anyone into a skillful photographer. The industry now is switching gears, resolving to organize photos in an intelligent, searchable way. A search function does not yet exist that can identifying the most meaningful pictures. Tech-

savvy teams are using image recognition APIs (application programming interface) to help index photos, and make them easier for users to find. Image recognition is a significant contributor to the solution, but the technology still needs refinement. Image recognition represents a key component in the evolution of photo search.
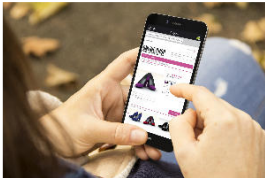
What Startups Need to Know About Smartphones and Mobile Marketing in 2015

07/17/2015

Some businesses have been slow to accept the rise of, and shift to, mobile. This article is a concise look at mobile marketing highlighting the top reasons businesses can't afford to ignore this channel. Research suggests that the average American spends neaerly three hours on their smartphone each day. With 14% of their time dedicated to web browsing, this is good news for mCommerce. In fact, new reports suggest that 80% of local searches on mobile devices turn into successful purchases. By 2019, there will be 24 billion networked devices globally, representing 51% of the world's population. With numbers like these, retailers ignoring mobile commerce will become irrelevant in an advancing mobile landscape.

It's Time For The "Visual Internet"

07/24/2015

Smartphones inspire us to snap and share photos. More than a trillion were taken in 2015. That's more than the sum of all photos taken in human history. The way we connect with, discover, and search the internet is evolving as we turn to our mobile devices. Founder of startup Flipsicle, Raghava KK, suggests the interface of the internet itself needs to evolve. KK has a vision to connect humanity's photos, and allow the internet to 'talk in pictures'. He suggests that great design, personal photos, and subjective Artificial Intelligence are about to become enterprise game changers by creating fantastic businesses no one has dreamt of yet.

Slyce In The Media

Top 10 Q2 Mobile-Offline Activations

07/02/2015

Having already favourably covered the Home Depot Beta launch of Slyce-powered visual search, Mobile Commerce Daily included this feature in their top 10 mobile in-store activations for the quarter. A trailblazer in non-apparel visual search, Home Depot recognized the need for a feature to help customers sort through their massive product inventory and physically-imposing brick and mortar locations. Users can snap a photo of a tool or product they need with the app, and Home Depot curates a list of similar products available for purchase. The visual search feature is a win for both retailers and consumers, as the shopping experience becomes much more efficient, driving sales and brand sentiment simultaneously.

Who Are the Digital Disruptors Redefining Entire Industries?

07/14/2015

The digital world has forced well-established companies to reconsider how they do business. Few industries are safe from digital disruption. Some of the biggest players in digital, like WhatsApp, Netflix, and Uber, succeeded by targeting traditionally non-digital industries. This piece cites digital success stories, and includes Slyce as the potential disruptor for traditional retail. The digital shift isn't just about altering traditional business, it's about creating a new market sector. By utilizing the innovation of digital start-ups, industries can thrive in completely new ways.

Craves' Visual Shopping App Helps You Find Clothes You Love Just By Snapping Photos

07/14/2015

In July, Slyce launched its third B2C app, Craves. The Craves app allows users to snap photos of clothes they want and return similar results, from a selection of boutique retailers. Results are bought through the app, without the need of off app retailer redirection. When a user makes a purchase in the app, Craves receives affiliate revenue. In the future, the company will look into expanding to other revenue streams. The app features a social function, allowing shoppers to follow friends, browse trending items, favourite their results, and receive sale notifications.

Slyce Launches "Snap-to-Coupon" Capability and Digital Coupon Author Platform for Major Retailers.

08/04/2015

"We've taken everything we've learned through having one of the top US coupon apps which has activated more than 200 million coupons and built a best-in-class mobile coupon experience for retailers." said SnipSnap President, Ted Mann. "The smartphone camera is a really powerful way to engage a customer in the mobile space. Just look how prescription-scanning became a way to drive usage of

Walgreens prescription refills; and receipt-scanning helped drive adoption of Wal-Mart Savings Catcher. Slyce now offers retailers that same kind of utility with coupons."

Please watch for our next newsletter, in the first week of September! We'll be featuring more exciting developments and trends within the realm of visual search and mobile commerce.
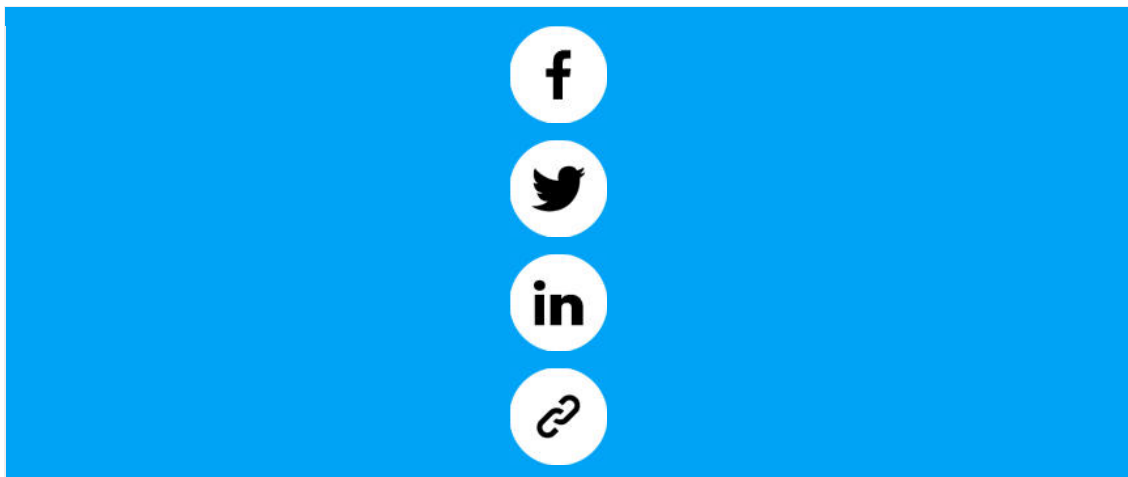
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