

Power of AI: use photos to search for clothes

Karbons Mobiles is leveraging the power of Artificial Intelligence to enhance the user experience of people shopping for clothes. The leading handset player has entered into a partnership with Staqu, an AI research company, to come up with a fashion search feature in its new range of smartphones: Fashion Eye & Fashion Eye 2.0. These two devices come with an app that allows users to search for an outfit by simply tapping its picture.

The AI engine of the app au-

tomatically recognizes the print, patterns and colours of the outfit to give relevant results aggregated from over 4 million fashion products. It also allows users to compare prices and pick up the best deals available on outfits and accessories of their choice, says the company.

Karbons has over 85,000 retail partners and more than 900 service centres in India. Staqu is a Delhi-based startup founded last year, specializing in image matching systems and providing real-time product recommendations.



SAFE WALLET TO STORE GIFT CARDS

If you have too many gift cards, and you find it difficult to manage them, there is now a solution. The leading gifting app Woohoo has a wallet that will safely store all the cards, keep track of them and help you redeem them too.

"This is like a secure digital locker," says Pratap T.P., Co-Founder & CMO, Qwikilver, which powers Woohoo.

"The wallet not only stores the gift cards but also validates them by connecting with the brands using the backend technology." According to Qwikilver, the digital gift cards market in India is growing at 300% year on year with more than 50 million consumers opting for digital gifting over traditional methods. Mr. Pratap said there is now a web version, woohoo.in, providing users a seamless experience across

devices. There are about 4 lakh users and over 150 brands on the Woohoo platform. He said nearly 40 per cent of users prefer Woohoo gift cards. These cards can be personalised with images, text and audio messages. Users can also split the money that has been received as gift, and utilise it at different locations: like watch a movie, have a meal and buy something.

woohoo

Tech Trends

YAHOO UPGRADES MESSENGER APP

Yahoo upgraded its messenger app for Windows and Mac providing faster and easier way to send not only messages but also photos and animated GIFs. With the 'drag and drop feature', users can share multiple photos at once. There is an option to 'like' any post or image. The unsend button allows users to take back a message, photo or GIF, after the send button has been pressed.

A BOT THAT ANSWERS TRAVEL QUERIES

ixigo, a travel search marketplace, has launched 'ixibaba' - an artificial intelligence chatbot, which will provide answers to doubts related to travel. The chatbot also covers weather, things to do in a city and even find offbeat adventure activities. It will answer simple questions like, "What are the cheapest flights to Mumbai tomorrow?" or "Find me things to do in Goa in December?" to complex ones like, "Show me hotels with a pool in Jaipur for under Rs 2,000" or "What are good weekend getaways from Delhi this season?"

Pradeesh Chandran
& B. Pradeep Nair

APPTRACK

Google Arts & Culture

This app brings some of the well-known art works to the palm of your hand. There are over 850 museums and art organisations that have tied up with Google Cultural Institute, and art aficionados can explore them all using this app. Users can zoom in and view the details of artworks; they can save their favourites, and organise them in different categories. Users can also switch to StreetView-type 360-degree panoramic mode to take a virtual tour of museums, heritage sites, landmarks etc.