

Main features of the application

Product identification

The application is capable of identifying logos and beer labels just by taking photos.

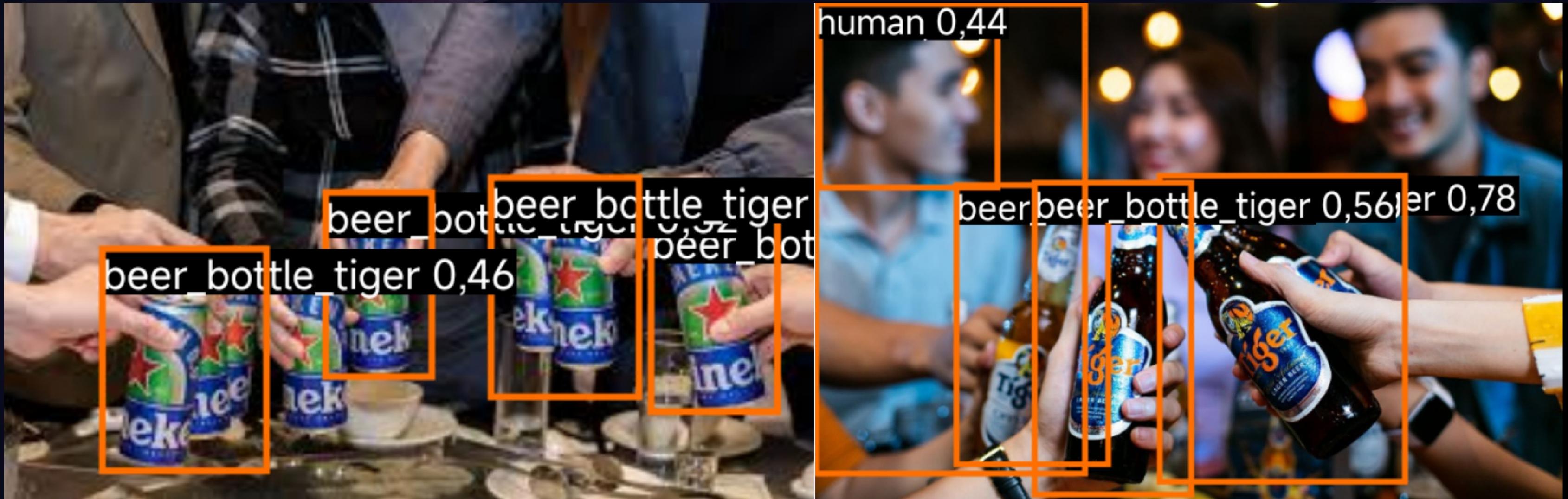
User classification

The application can identify beer drinkers and non-beer drinkers based on the user's behavior and habits.

Distribution information

The application provides the quantity and distribution location of Heineken products in Vietnam.

Identifying Types of Heineken Beer.



Classification of Heineken Users

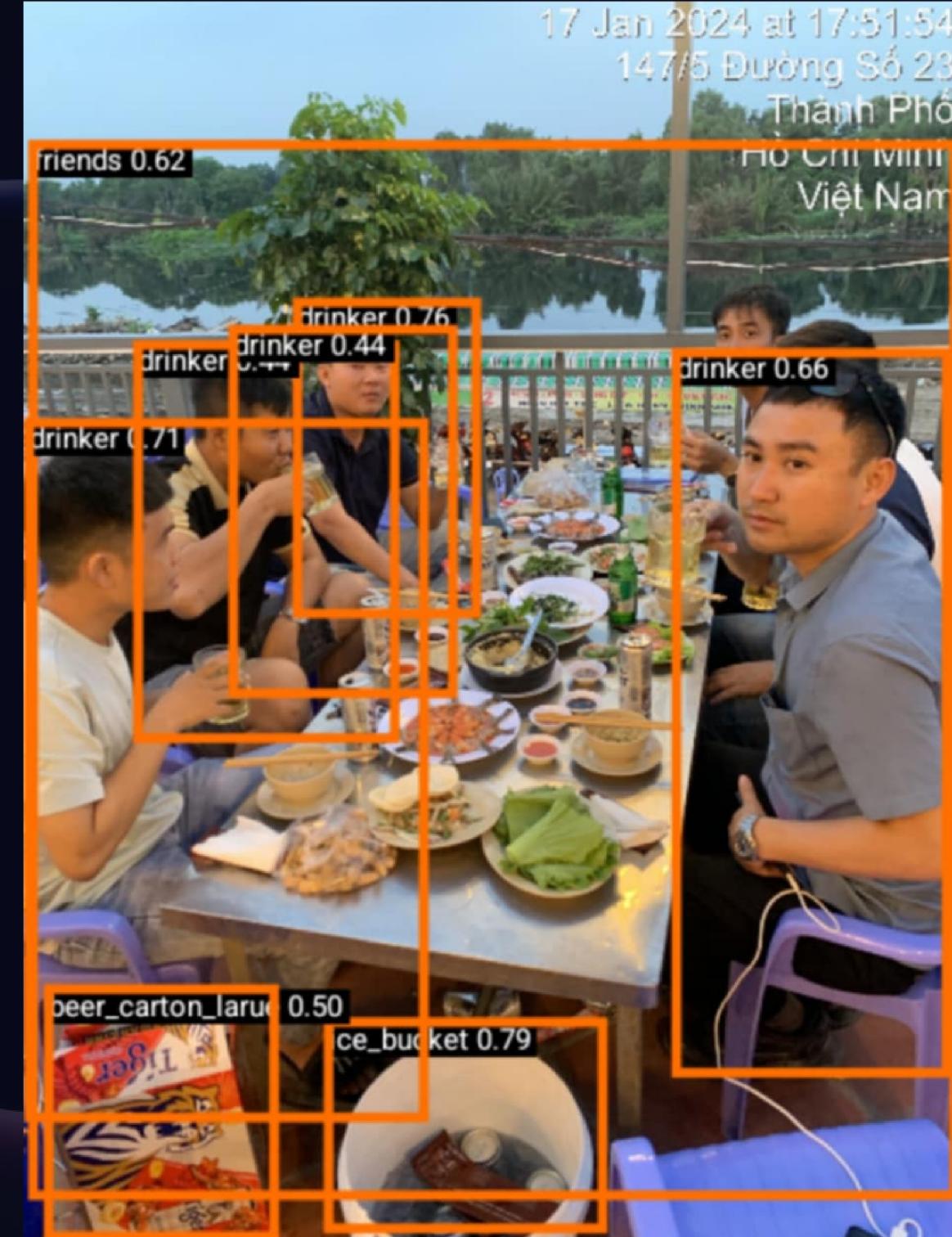
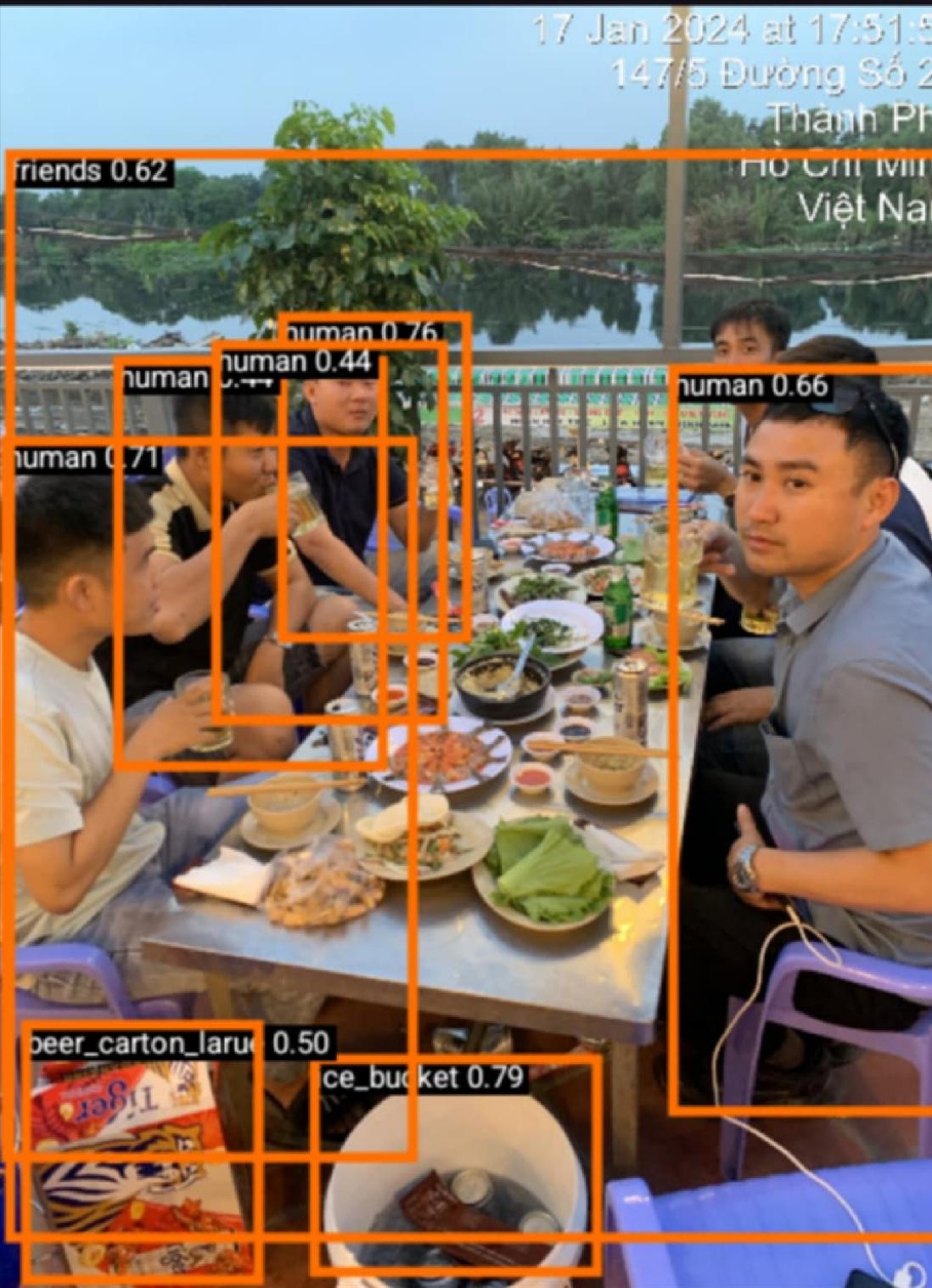


Realtime Results

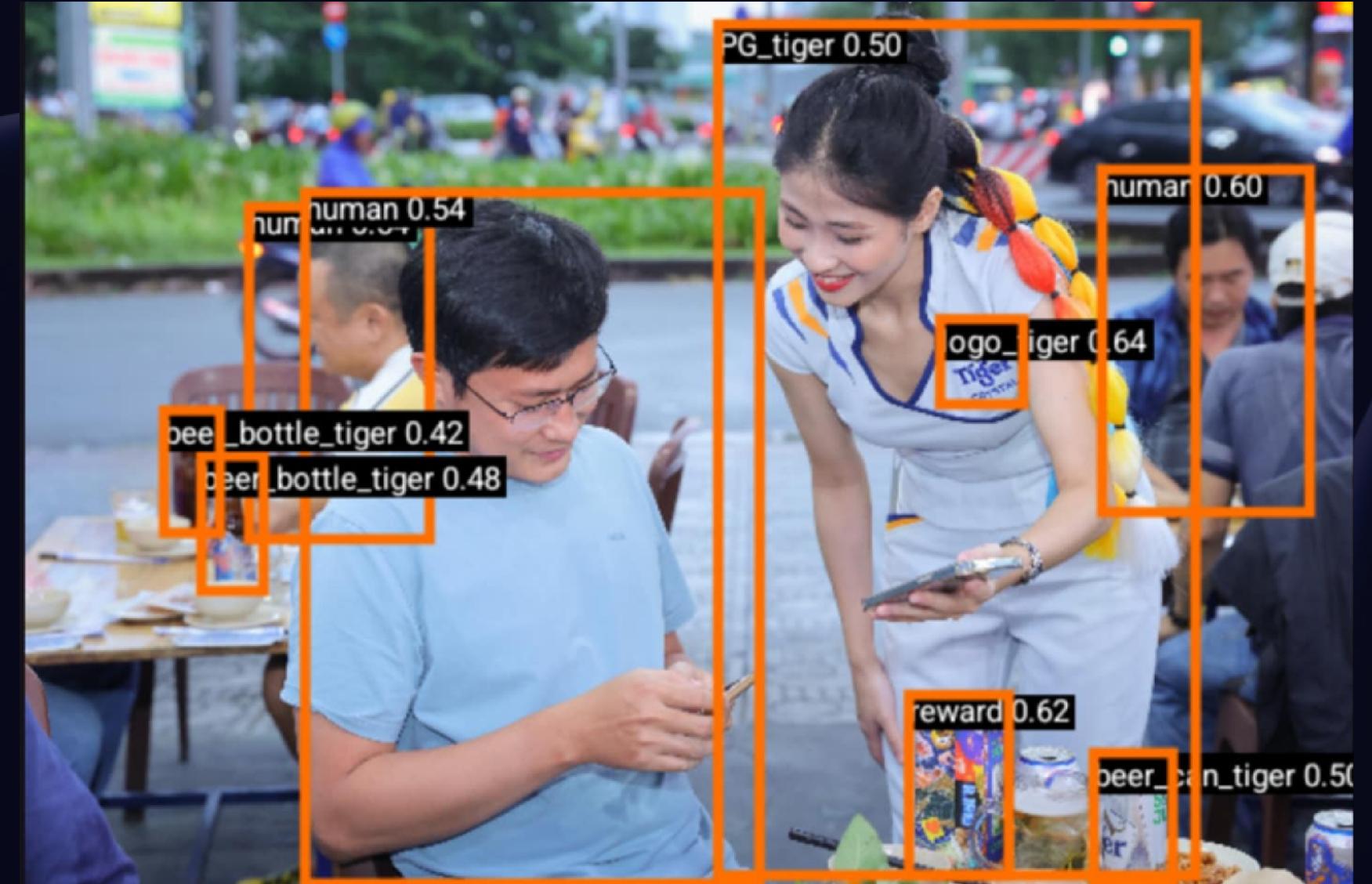
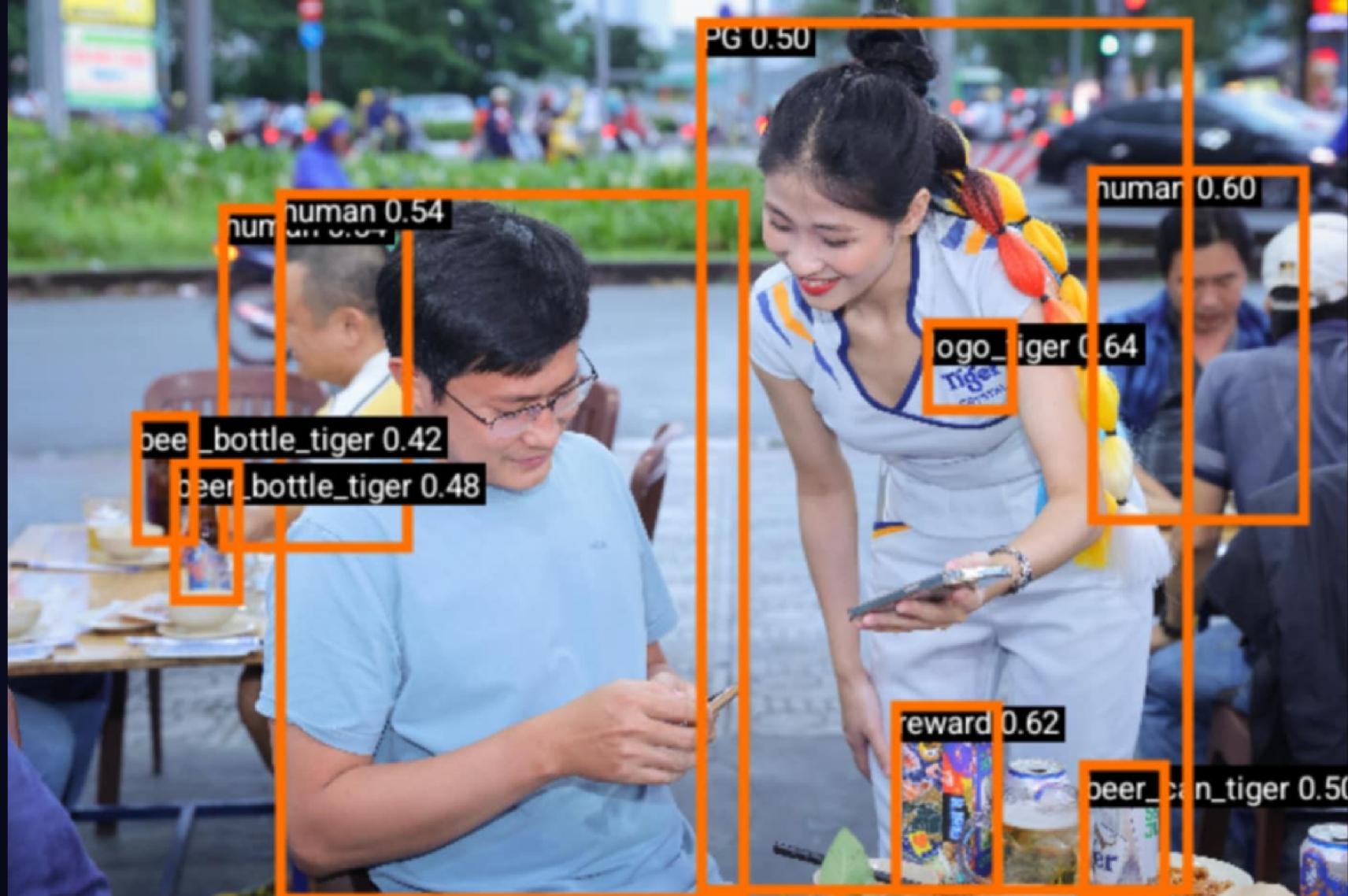


- Instantly Identify Products: The App allows users to take photos or enter product information to receive instant classification results.
- Instant Product Details: Once identified, the app provides detailed product information immediately. This helps Digital & Technology (D&T) staff easily evaluate product coverage.

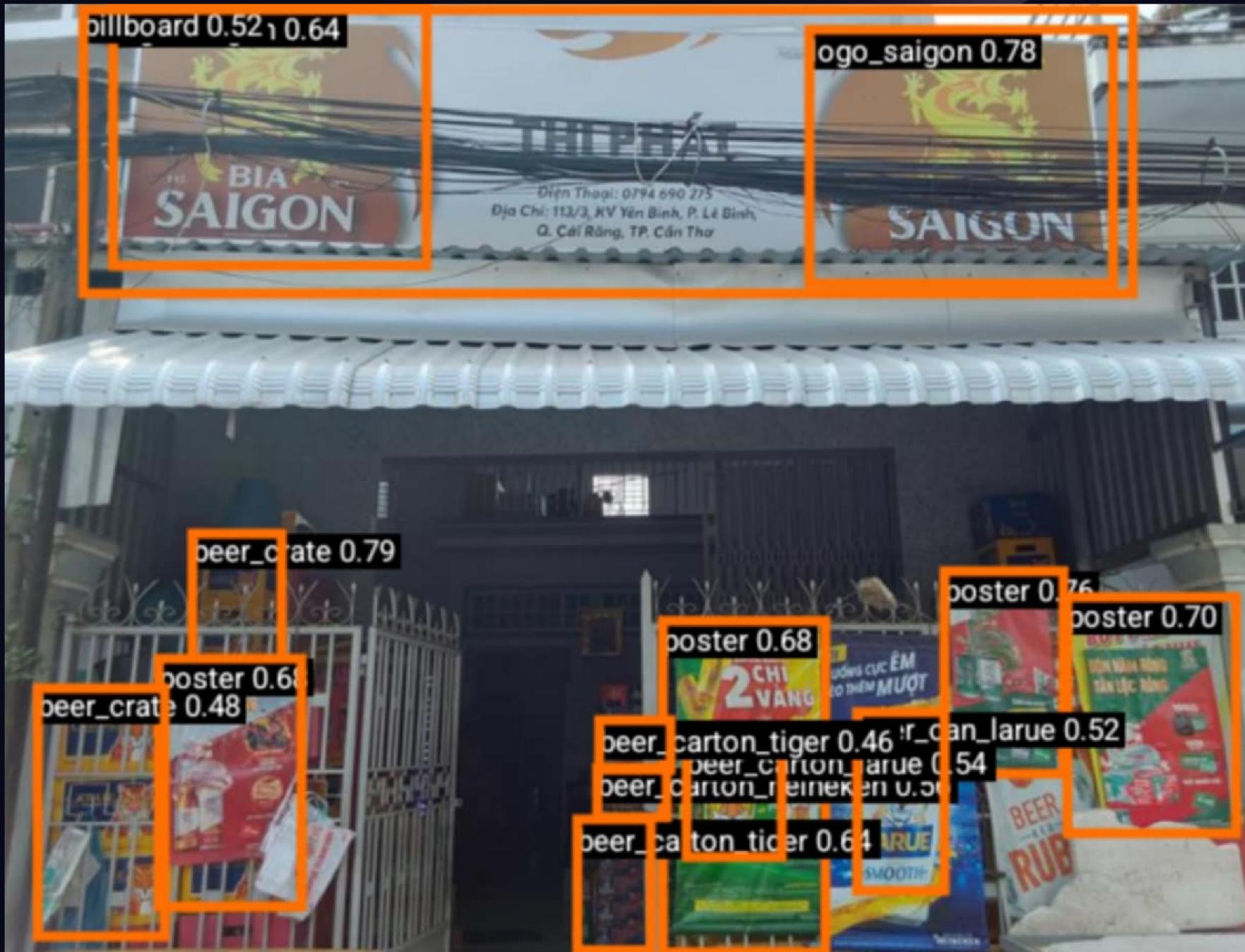
Classify the Human Object as a Drinker



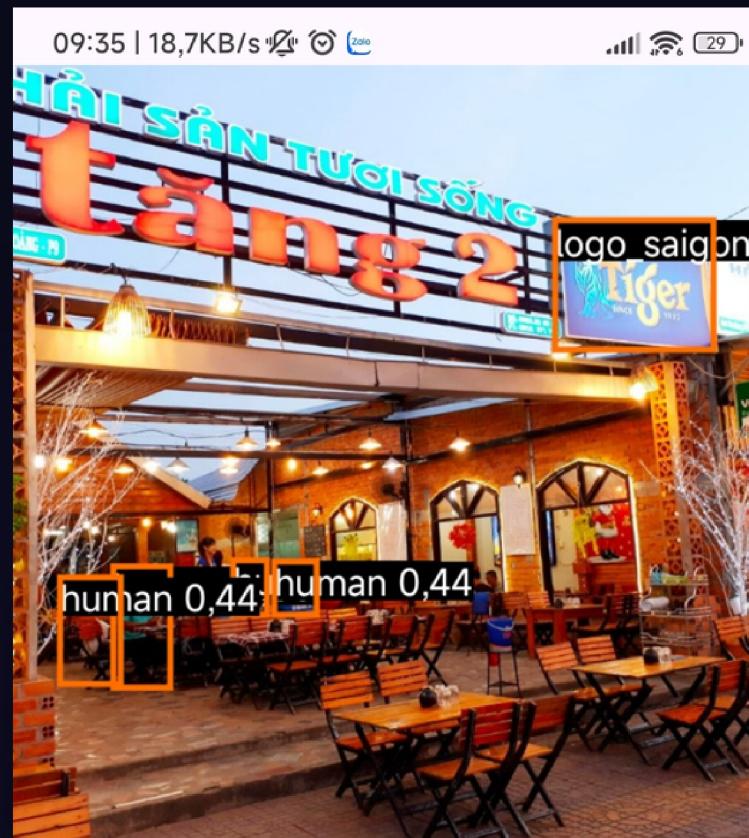
Classify the PG as a PG Tiger



Classify the Billboard and Poster



Get Heineken Vietnam Distribution Location



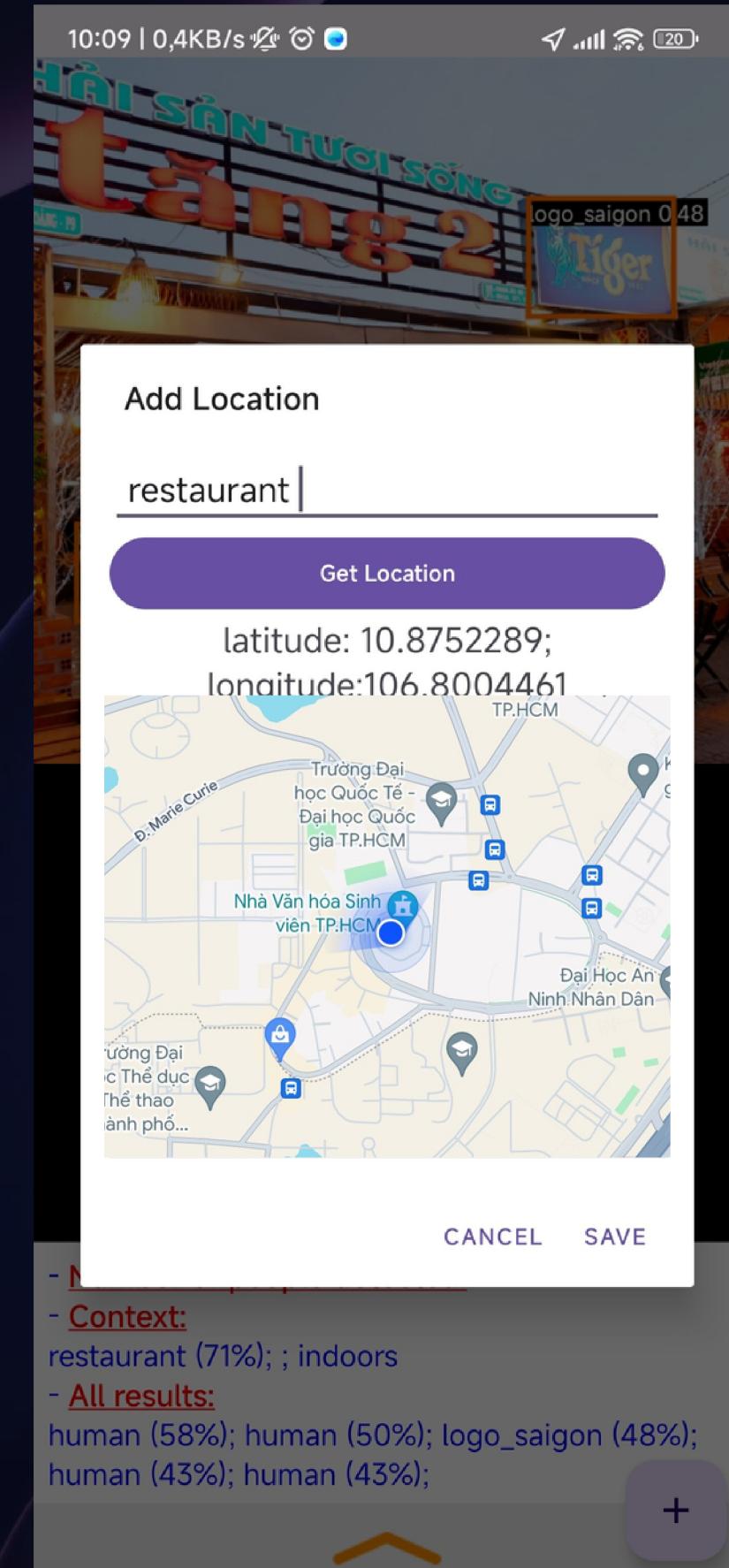
- [Number of people detected: 4](#)

- [Context:](#)

restaurant (71%); ; indoors

- [All results:](#)

human (58%); human (50%); logo_saigon (48%);
human (43%); human (43%);



- [Number of people detected: 4](#)

- [Context:](#)

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