



May 23, 2018

THE AI FIRST EXPERIENCE

CLARIFAI IS A MARKET LEADER IN VISUAL RECOGNITION AI TECHNOLOGY

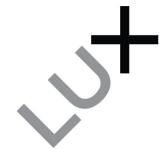
Proven, award-winning technology Team of computer vision experts \$40M+ in venture to date



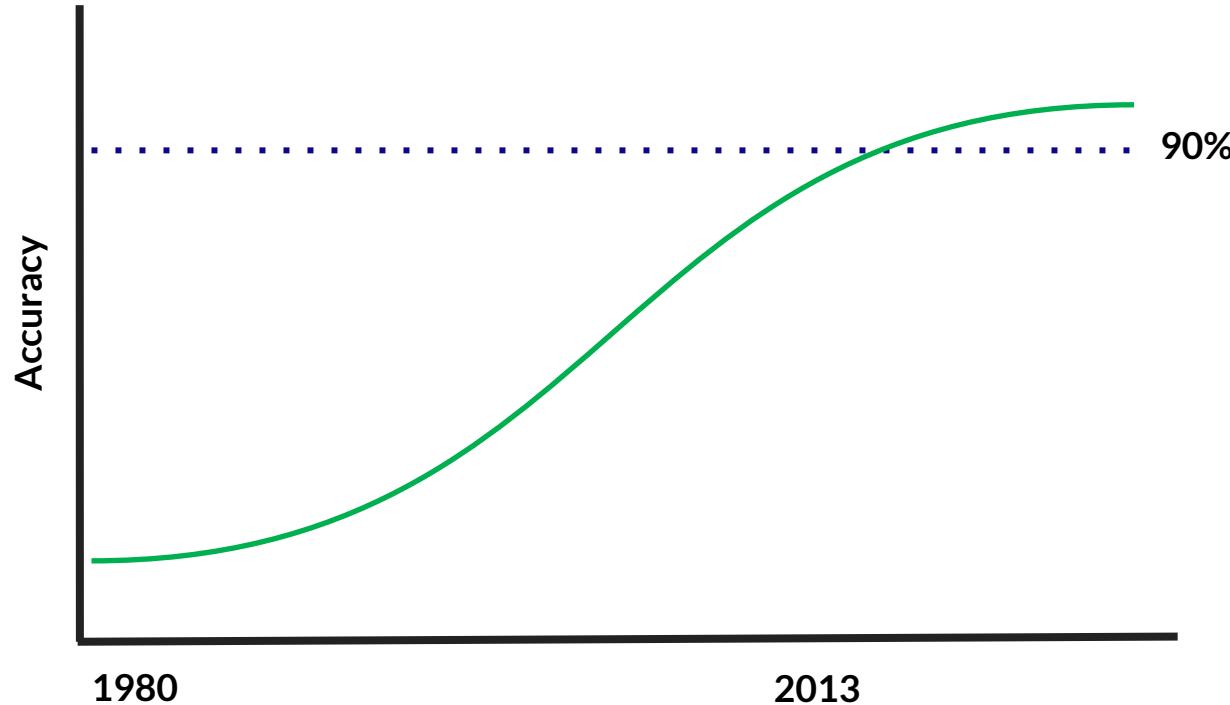
Imagenet 2013 Winners



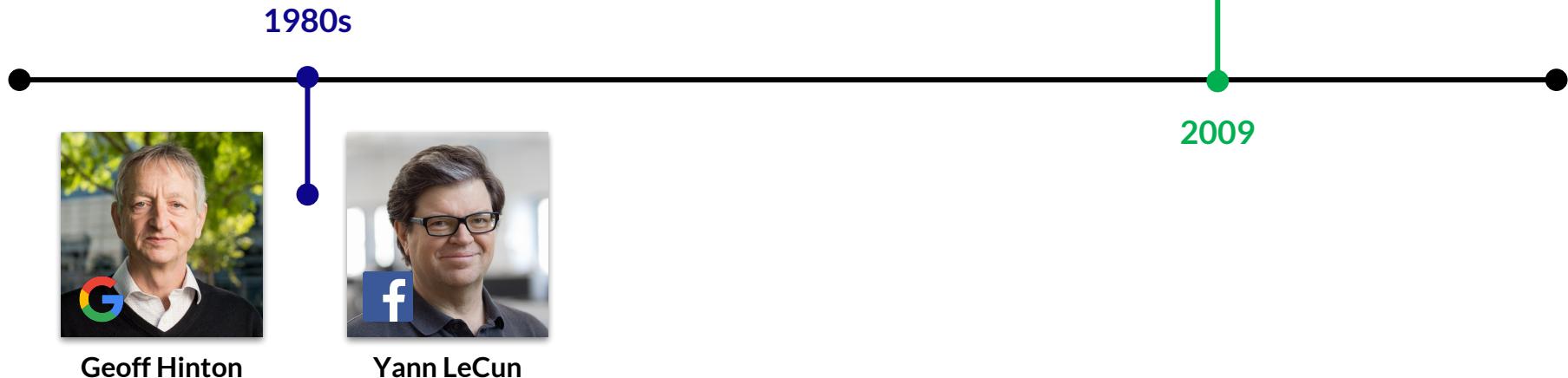
Matt Zeiler, CEO & Founder
Machine Learning PhD



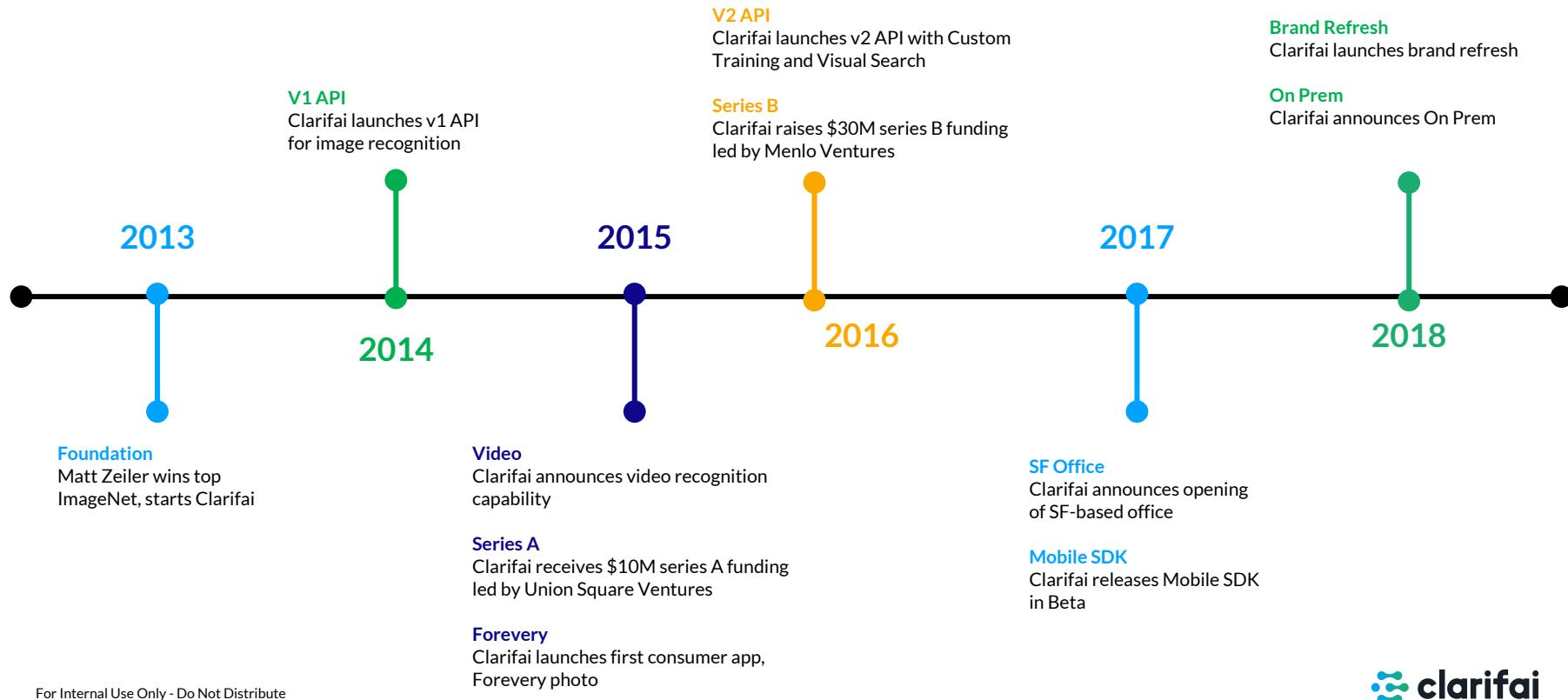
COMPUTER VISION RESULTS



NEURAL NETWORK HISTORY



CLARIFAI: A BRIEF HISTORY



POWERFUL ARTIFICIAL INTELLIGENCE IN CLEAN APIS AND SDKS

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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')
```

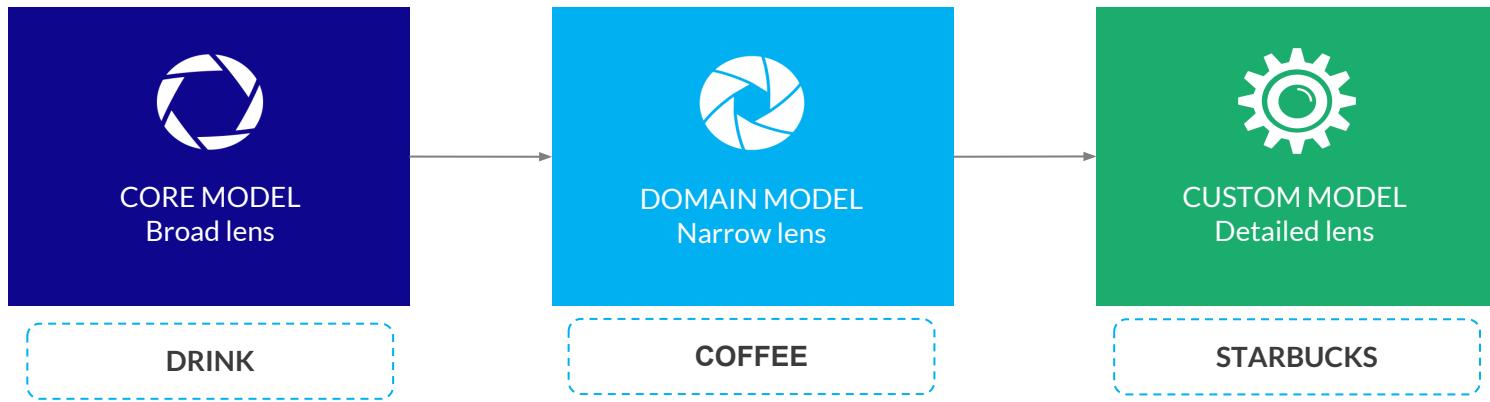
SIMPLICITY IN USER INTERFACE

The screenshot displays a user interface for an AI application. On the left is a large image of a sunset over a calm sea, with a small boat in the foreground. At the top left are buttons for 'GENERAL', 'FACE', 'NSFW', and 'COLOR'. At the top right is a 'MORE MODELS' dropdown. To the right of the image is a sidebar titled 'General' with a 'VIEW DOCS' link. The sidebar includes a 'LANGUAGE' section set to 'English (en)'. Below it is a 'PREDICTED CONCEPT' section listing various concepts with their probability scores:

| 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 | 0.964 |

At the bottom left are small thumbnail previews of other images. A blue button at the bottom right says 'TRY YOUR OWN IMAGE OR VIDEO' with a camera icon. A speech bubble icon with the number '11' is also present.

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

```
from clarifai.rest import ClarifaiApp
app = ClarifaiApp("{client_id}")
# Get a model then predict
model = app.models.get("clarifai/animal")
model.predict([ClImage])
```

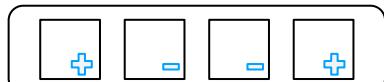


The background is a dark, star-filled night sky. A bright, yellowish-green nebula or galaxy is visible in the upper center. Below it, a dark silhouette of hills and a treeline is visible against the night sky.

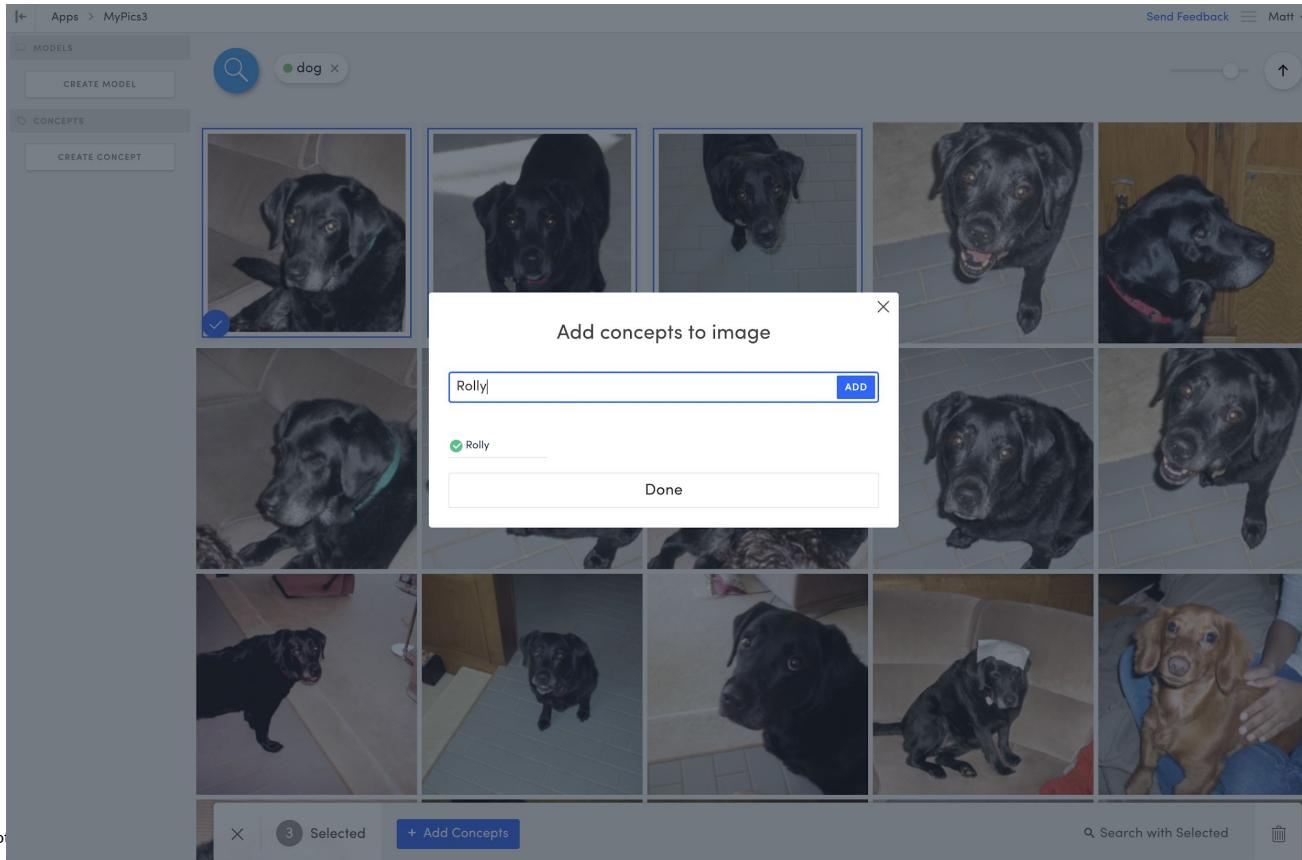
CUSTOM TRAINING
DEMOS

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

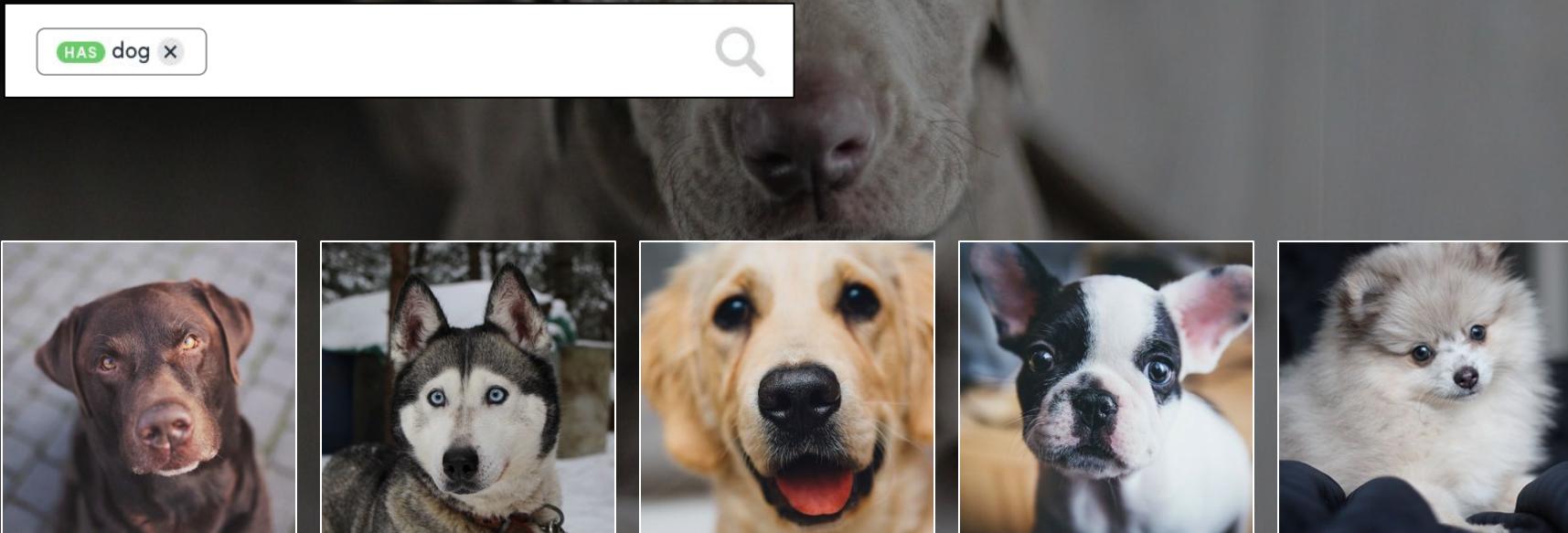


ORGANIZE WITH AI POWERED SEARCH

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SEARCH BY TAG

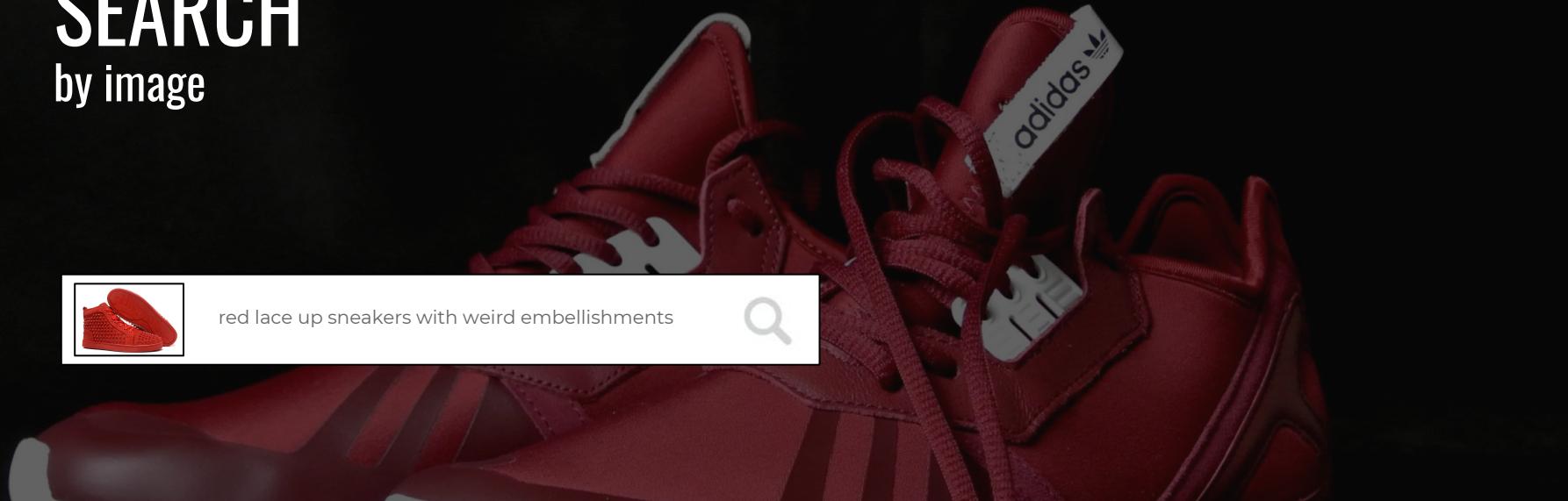


SEARCH

by image



red lace up sneakers with weird embellishments



SEARCH

by image and tag

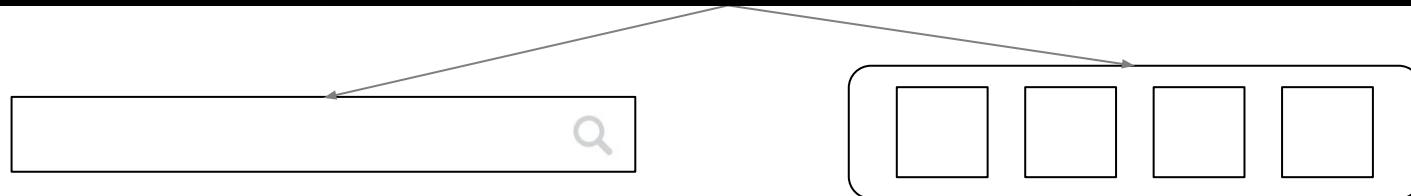




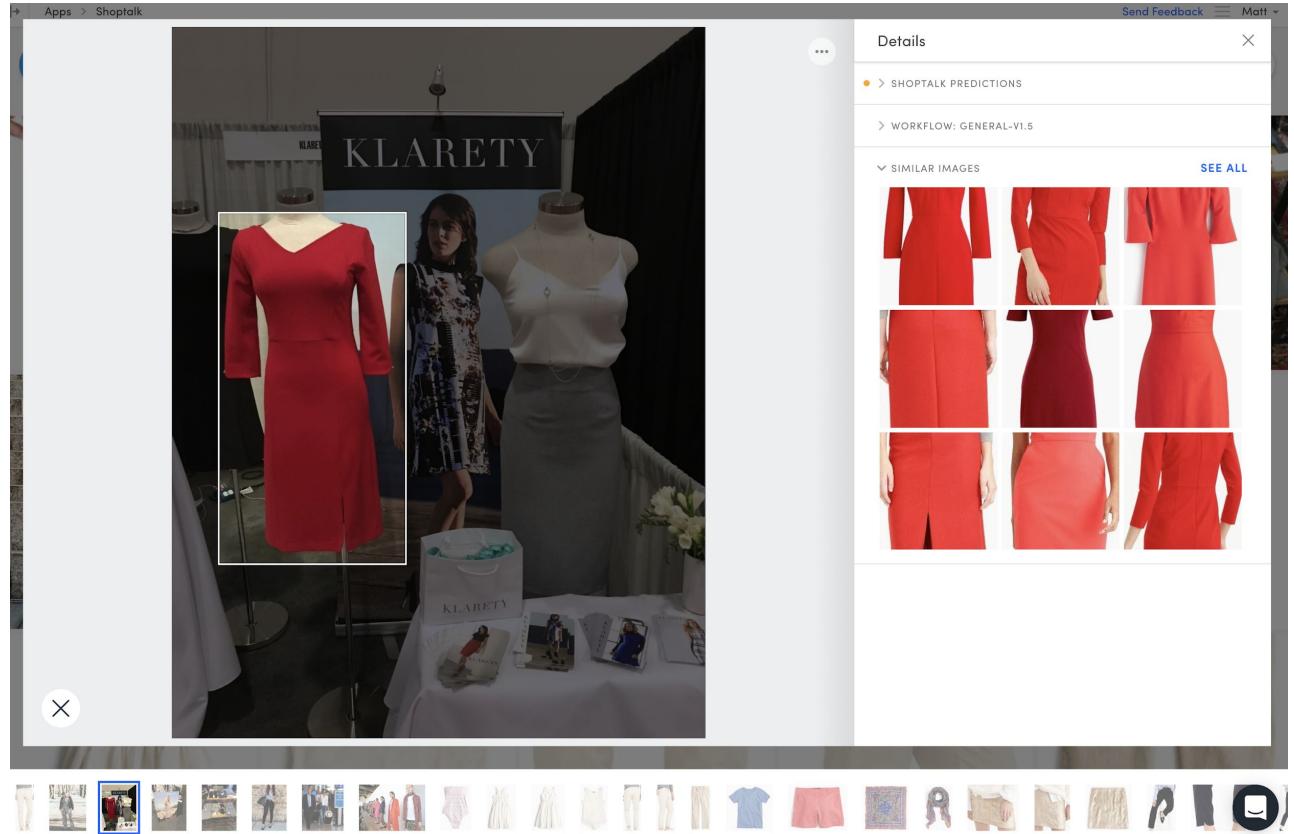
VISUAL SEARCH DEMOS

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



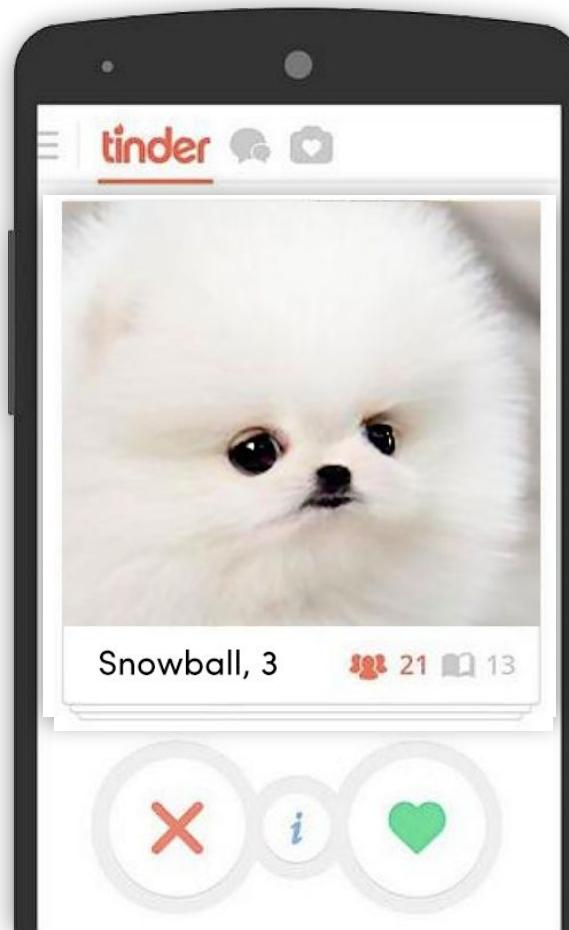
The screenshot displays a user interface for a shopping application. At the top, a navigation bar shows "Apps > ShopTalk". On the right side of the header are buttons for "Send Feedback", "Matt", and a profile icon. Below the header, there's a main image of a red dress on a mannequin, with a white rectangular box highlighting it. To the right of the image is a sidebar titled "Details" which includes sections for "SHOPTALK PREDICTIONS" and "WORKFLOW: GENERAL-V1.5". Under "SIMILAR IMAGES", there are several thumbnails of similar red dresses, with a "SEE ALL" link. At the bottom of the screen, there's a horizontal row of small thumbnail images representing various clothing items.

PUSHING AI TO THE EDGE

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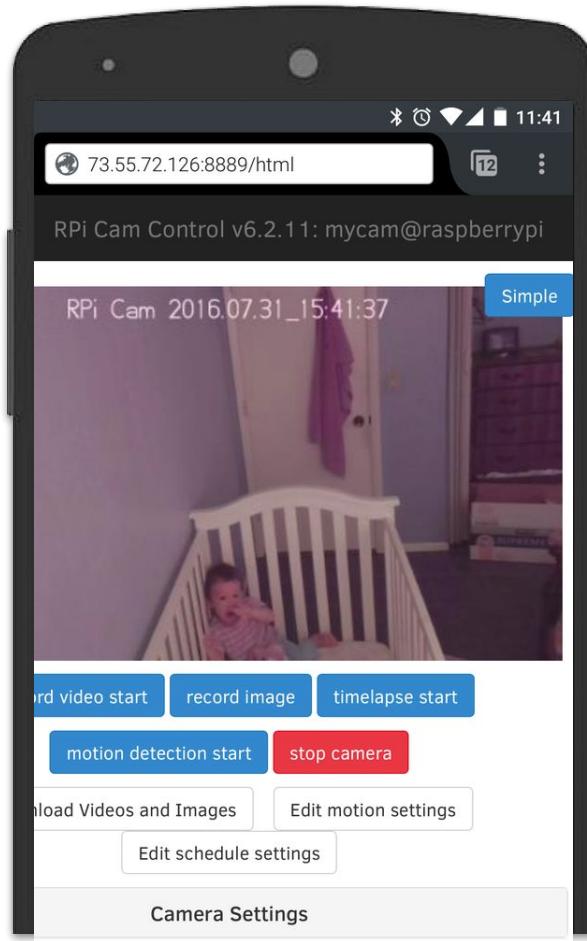


LEARN YOUR PREFERENCES



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MONITOR YOUR WORLD



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 clarifai

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



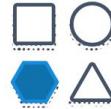
On-Premise

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



Organize and Curate
Save time on categorizing media



Visual Search
Use images to return matching content



Customer Analytics
Generate insights from user behavior



Recommendation & Discovery
Surface highly relevant content



Moderation
Automatically filter sensitive content



Security
Automate supervision of physical spaces

MONITOR

MONITOR

EXAMPLE: FROM DIGITAL TO PHYSICAL - THINKING AI FIRST

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

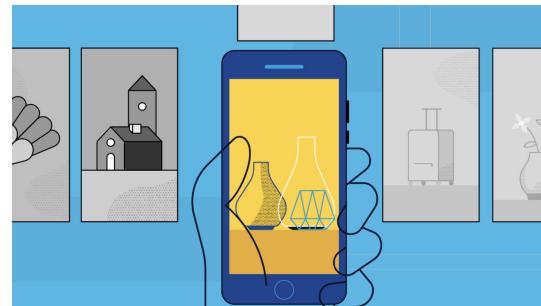
THE STORE OF THE FUTURE

Practical implementations to...

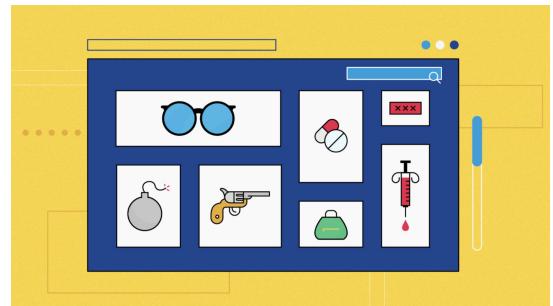
Recommend



Analyze & Understand

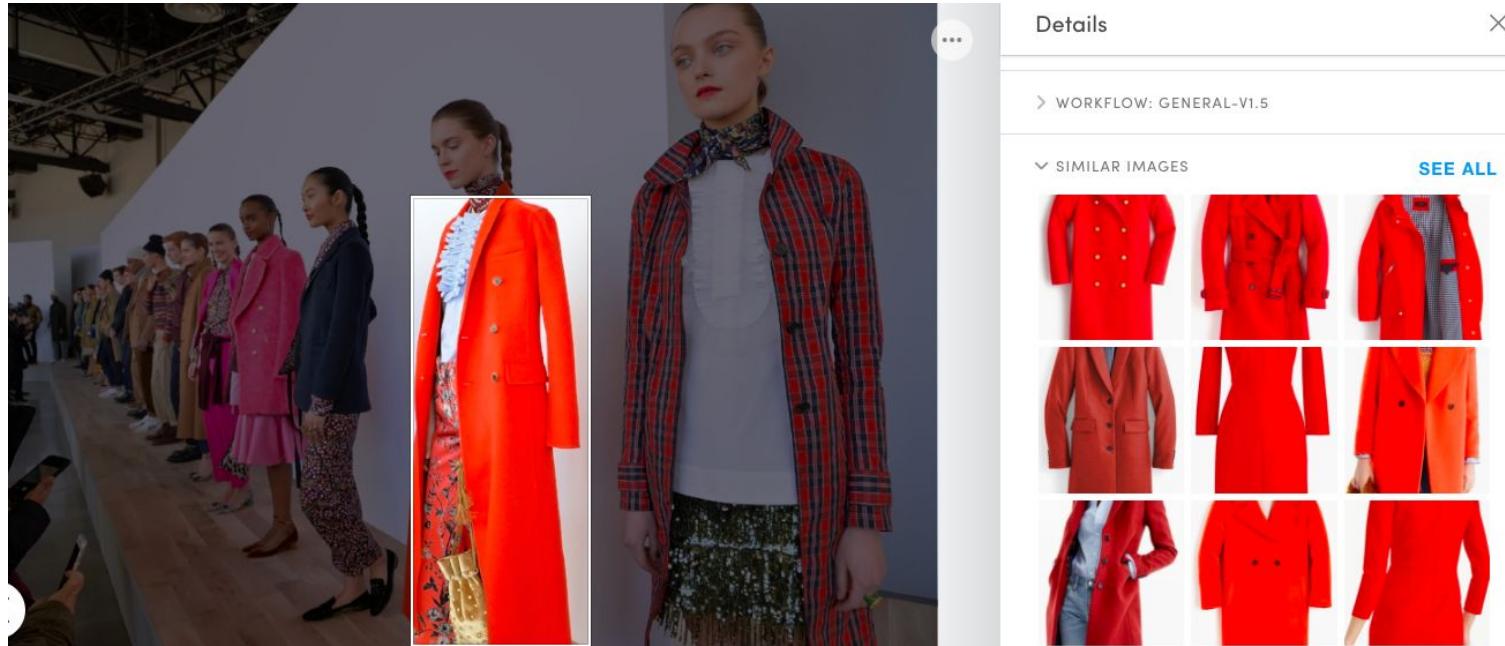


Automate & Maintain



GUIDE THE BUYER JOURNEY WITH PHOTOS

AI enhances shopping of digital catalog from the physical world



ADD A NEW LAYER OF UNDERSTANDING IN-STORE

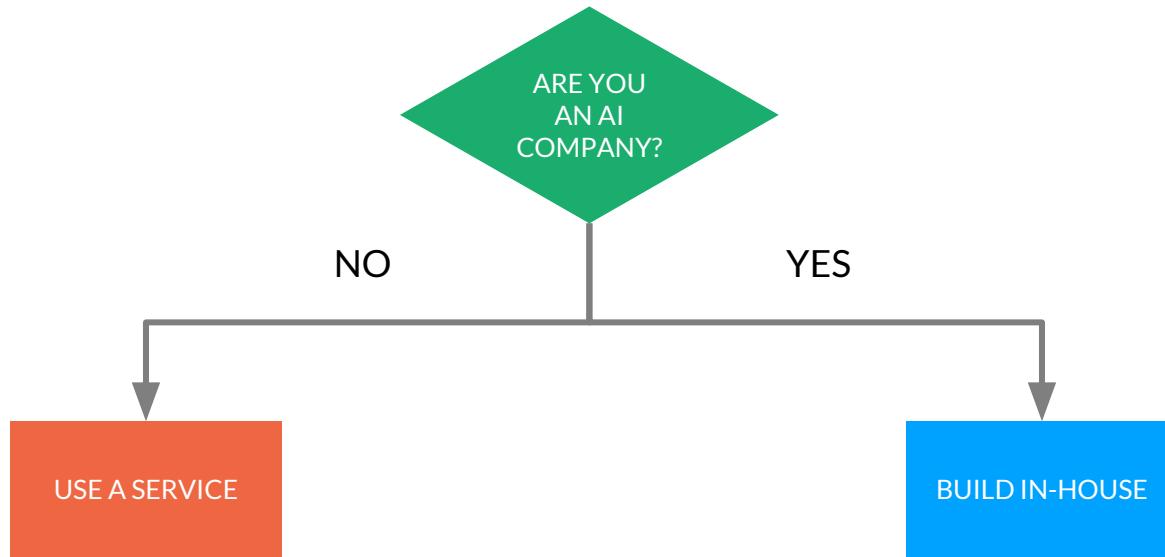
AI enhances shopping of physical catalog with digital features



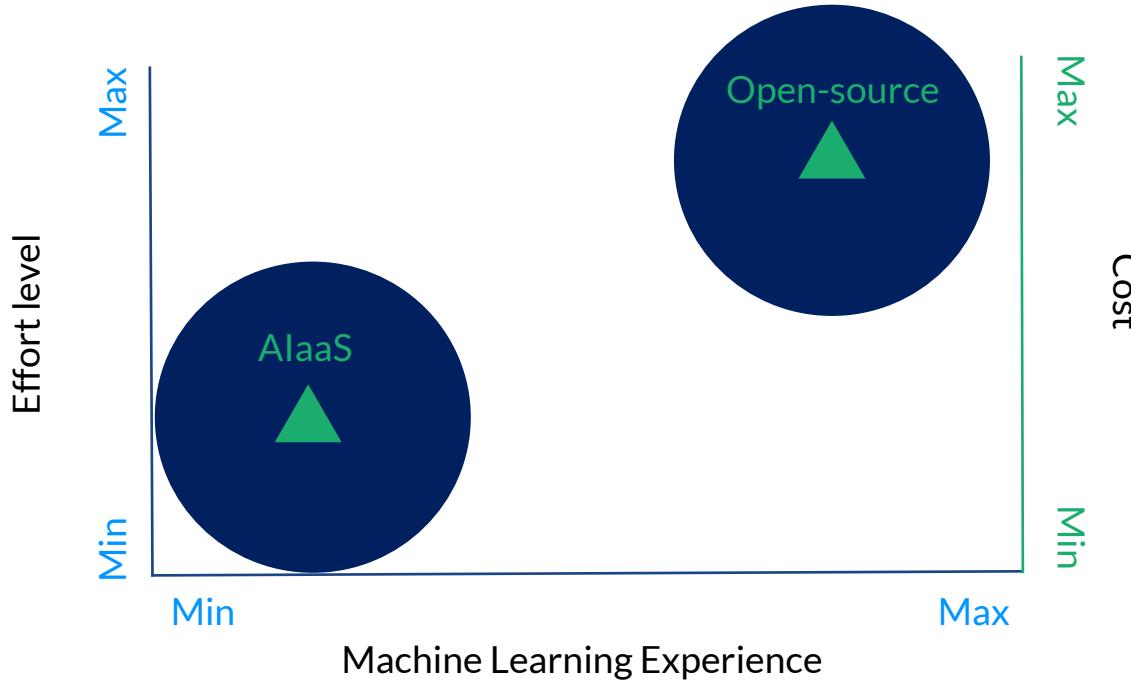
ENHANCE VALUE TO CUSTOMERS WITH AI

| 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 |

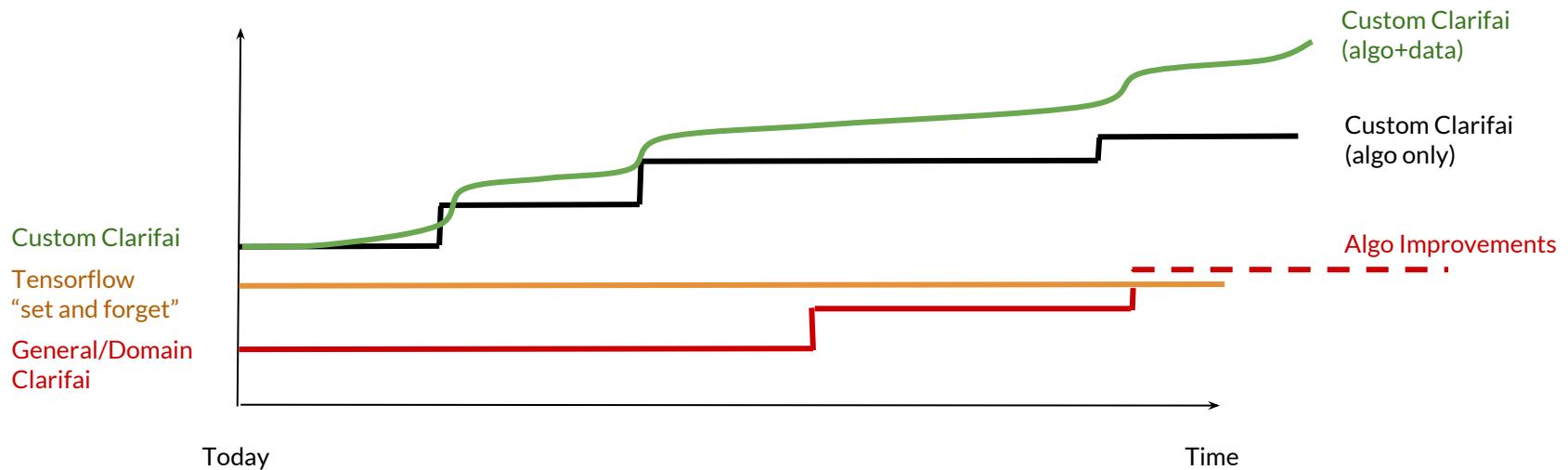
START BY ANSWERING ONE IMPORTANT QUESTION



MACHINE LEARNING EXPERIENCE



ACCURACY FOR YOUR PROBLEM





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 shows the trivago search interface for Bali. The search bar at the top has "Bali" entered. Below it, there are fields for "Check-in" and "Check-out" dates, and a dropdown for "Double Room". On the right, there are links for "USD", "EN", and "My profile". The main area displays a grid of hotel results. Each result includes a thumbnail image, the hotel name, location, guest rating (e.g., 4.5 stars), number of reviews, price range, and a "View Deal" button. The results are sorted by popularity. The first few results are:

- La Beau Kunti Villa**, Seminyak, Bali, Indonesia. Price range: \$137 - \$137. Description: Very good (91 reviews). Includes a photo of a villa with a pool.
- The Legian Bali**, Seminyak, Bali, Indonesia. Price range: \$447 - \$447. Description: Excellent (696 reviews). Includes a photo of a modern building with a pool.
- The Chedi Club at Tanah Gajah**, Ubud, Bali, Indonesia. Price range: \$399 - \$442. Description: Excellent (346 reviews). Includes a photo of a traditional-style building.
- Kajane Mua Villas**, Ubud, Bali, Indonesia. Price range: \$88 - \$98. Description: Excellent (809 reviews). Includes a photo of a villa with a pool.
- Four Seasons Resort Bali at ...**, Jimbaran, Bali, Indonesia. Price range: \$590 - \$585. Description: Excellent (447 reviews). Includes a photo of a resort building.
- Aston Canggu Beach Resort ...**, Canggu, Bali, Indonesia. Price range: \$56 - \$56. Description: (not visible). Includes a photo of a room.

On the left side of the results, there are filters for "Top Filters" (Price, Guest rating, Hotel class), "Extra Filters" (Top options like Pets, Beach, Free WiFi, Breakfast, Pool), a "Search hotel name" input field, and a "Reset all filters" button.

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

FST@MPANY



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

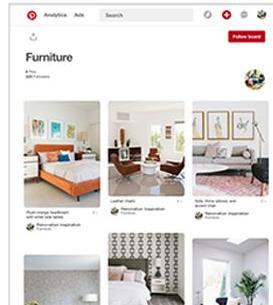
FIND YOUR INSPIRATION

Choose a Pinterest board that best represents your style.



...AND BRING IT HOME!

We'll find west elm products that closely match your inspiration.



1 PASTE A PINTEREST LINK

Tip: You can enter any public Pinterest board, regardless if it's yours.

URL

PINTEREST IMAGES



2 SELECT A CATEGORY

Living Room

Bedroom

Dining Room + Kitchen

Office

Outdoor

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 |
|  west elm  Dovetale   |  MRM // McCANN west elm  Dovetale   |            |    |        | |



THANK YOU

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