**CLASS: PR** 

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**PRESS RELEASE**

**Diamond Pricing using AI**: On 22nd March 2021, AiCore released their first version of AI software which predicts price of diamond rings after analysing the image.

Diamond jewellery has been an attractive market globally. And auctioning market for diamond jewellery is growing fast. One of the challenges faced during auctioning is to decide the floor price for the piece of jewellery which will be based on various features.

The model has used over 2500 images to extract their features and analyse the pricing. AiCore is very excited to have achieved fantastic results from the model and it expects this to be a ground-breaking event in the diamond jewellery auctioning market.

We had some initial trends of very welcoming feedback from our customers:

*“This is going to make our life much easier while deciding the floor price.”*

*“WOW! Simply fantastic. Wish we have had such thing before.”*

*“A thing of beauty! Looking forward to see further enhancements in future releases.”*