pimberly

Image AI

Image AI uses image recognition to describe a product/s on an image. From this, it will generate a list of attributes/descriptors for that particular product/s.

This feature works by creating text related to existing images to enhance accuracy and quicky pull both text and imagery into a single pipeline to generate product attributes.

Why use Image AI

Symbiotic relationships

Text-based information directly related to images, including powerful metadata and attributes is key to creating effective product descriptions. With Image AI your text and images are pulled into a single pipeline to generate your product attributes.

Ongoing improvments

Every time your team confirms accuracy, you increase the AI's machine learning knowledge. As a result, the system is constantly improving its performance, further reducing the amount of time and effort required by your teams

Auto-categorising

Image AI automatically analyses uploaded images for classification, identifying objects, deciding what they are, and then adding relevant image tags. Once the tags are generated, they can be used for attribution through AI, such as colour, material and size

Removing human bias

When describing an image or a product, humans only have access to the vocabulary they have gained from experience. AI will describe that image/product as it is, removing human bias and allowing access to a wider audience.

User-defined information combines machine learning with human knowledge. This is very important to the machine learning process. For example, AI can't decipher when attributes are too similar to differentiate.

In this case, your team can spot the differences and add that information to increase accuracy.

Once the new information is added through machine learning, your team's knowledge and confirmation increases our AI's machine-learning capabilities, so it constantly improves its performance

As a result, the more your team contributes, the less they'll have to do the next time around.