

8 July 2016

# Cortexica

## Cortexica's AI visual search technology to be permanently added to certain categories by John Lewis following successful trial

Cortexica, the specialist provider of AI visual search technology solutions, is continuing its partnership with leading UK high street retailer John Lewis following the successful completion of a six month consumer trial of its technology to power the *Find Similar* product discovery tool on the John Lewis iPad app.

Following the successful trial John Lewis is permanently adding the *Find Similar* function to the Men's and Women's fashion product list pages. In July a new update of the iPad app will incorporate the *Find Similar* function on individual product pages in these categories to increase the user experience in discovering new products and inspiration.

*Find Similar* is an online function that displays search results of a range of products within a particular category that are visually similar in colours, shapes, details and patterns. By searching visually through the inventory, the customer has access to a greater range of product choice and inspiration without the need for inputting keywords.

John Lewis was the first UK retailer to incorporate visual search technology in this way within its online retail offer. The *Find Similar* trial period was highly successful, delivering increased customer engagement, with 90% of customers stating that they found the *Find Similar* feature useful. Conversion was also higher on the iPad app in categories that incorporated the tool.

Cortexica's technology mimics processes found in the human visual cortex to recognise content from digitally captured images.

**Iain McCready**, CEO of Cortexica, said:

***"This move by John Lewis to permanently add the use of Cortexica's findSimilar™ technology across certain categories is a clear endorsement of the robustness and capabilities of our visual search technology."***

***"This is the first example of a UK high street retailer fully embracing the potential of visual search and positions John Lewis at the vanguard of technological innovation designed to improve customer experience."***

***"As the John Lewis trial has demonstrated, visual search can provide clear return on investment to retailers and we are now rolling out this technology in partnership with a range of customers in a number of verticals."***

**Sienna Veit**, director of online product at John Lewis, said:

***"Since introducing the Cortexica visual search technology to our iPad app, we have seen customers really engage with the Find Similar tool and use it to easily navigate their way to other products of interest."***

***"In light of the impressive results from this trial, we are now extending the technology further across Men's and Women's fashion to enable a broader range of our customers to benefit from its functionality to inspire them and enhance their online shopping experience."***

**Cortexica**

Iain McCready, Chief Executive  
Alastair Harvey, Chief Solutions Officer

+44 (0)20 3002 2839

**Instinctif Partners**

Kay Larsen / Lauren Foster

+44 (0) 20 7457 2020

**Notes to editors****About Cortexica**

Cortexica Vision Systems Ltd. is the leading provider of cloud-based image recognition systems and mobile visual search technology. The company provides advanced visual search and image recognition software to global retailers, brands and digital publishers that allows their customers to purchase products at the moment of inspiration by matching images to inventory.

Cortexica's proprietary findSimilar™ technology is used by a growing list of global retailers, including John Lewis, Net-A-Porter, Zalando and Macy's and Shop Direct as well as many other brands across an increasing range of verticals. Cortexica has also developed a Visual Search Retail Platform, a Software as a Service (SaaS) product that provides efficiencies in speed and costs over both front and back end functions.

Cortexica seeks to visually empower its clients by supporting them in using its technology to drive both sales through customer engagement and to improve internal operations through simplifying existing processes.

Cortexica was spun-out from the Bioengineering Department of Imperial College London, originating from a research project to reverse-engineer the human visual cortex. Cortexica's major shareholder is Imperial Innovations PLC.

<http://www.cortexica.com/>