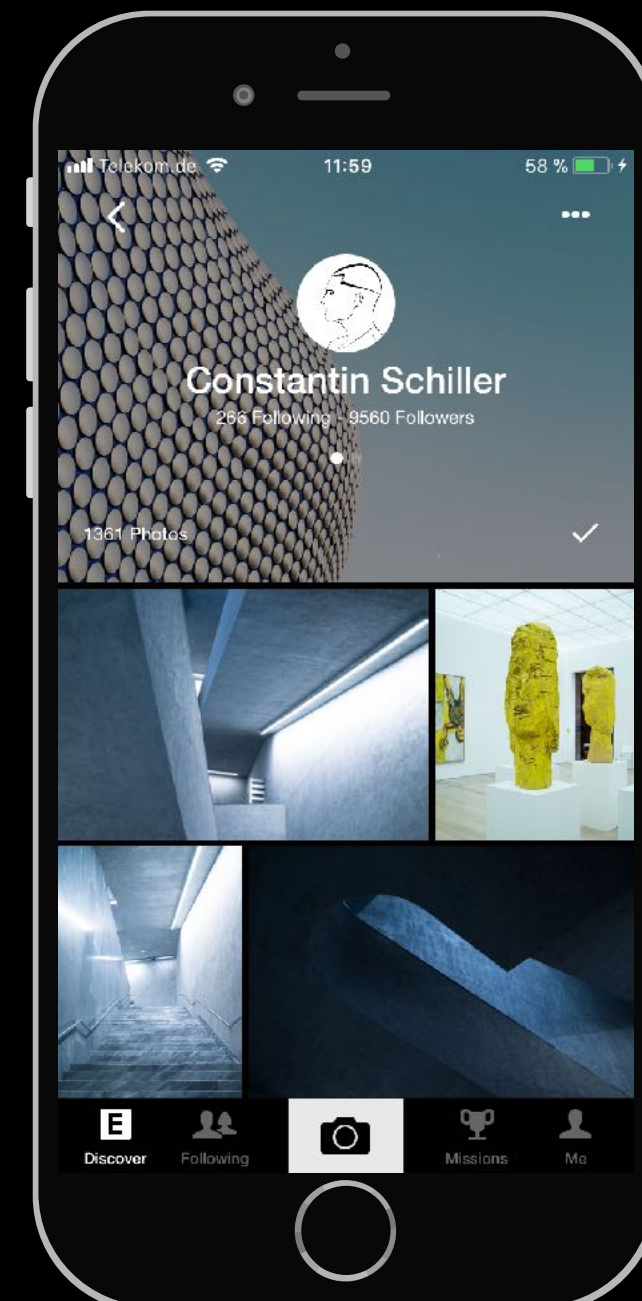
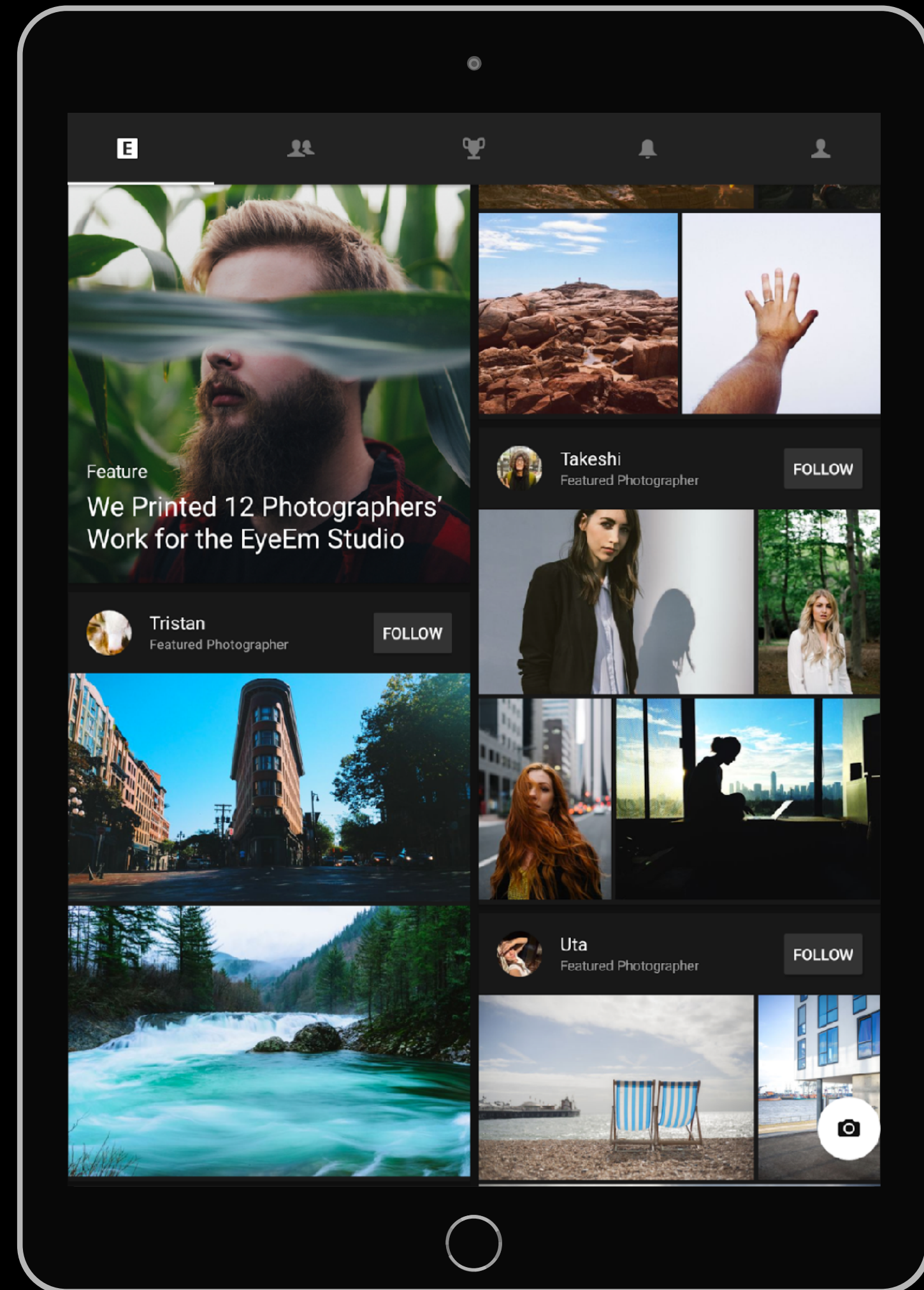


EyeEm

How Machine Learning helps
you to license photos on brand

A Visual Platform

Creative Community & Marketplace for World Class Content



120+M

Photos Available for Licensing

23

Languages

22+M

Engaged Creators

150+

Countries

The Technology

Tags & Caption

- ✓ Identify all relevant concepts
- ✓ See the story in a headline
- ✓ Easily train new concepts

Aesthetics

- ✓ The aesthetic score ranks the quality of our images
- ✓ Trained on visual trends and feedback from EyeEm community

portrait of young woman

89%

Head shot

Contemplation

Human body

Front view

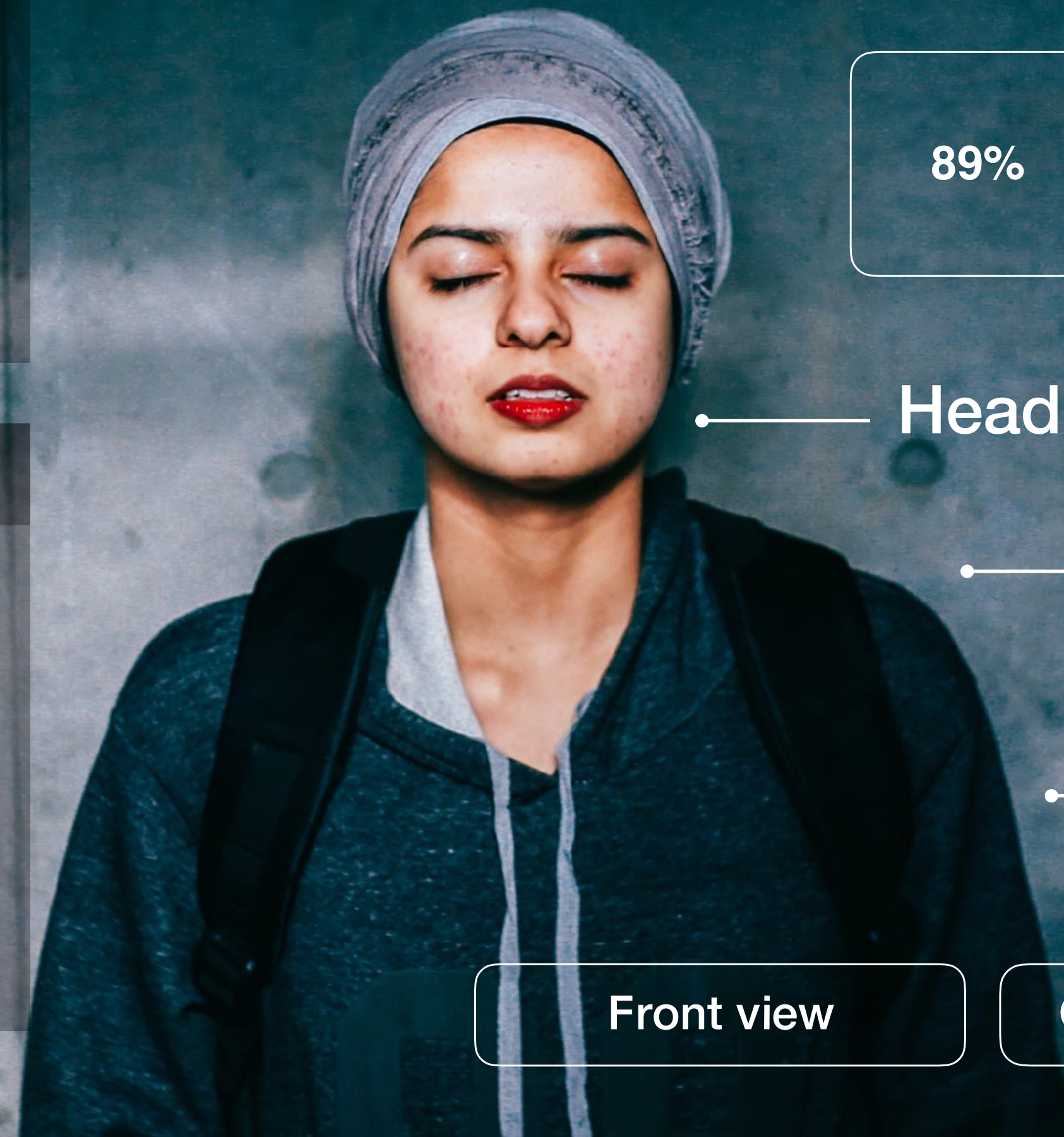
One person

Young woman

Adult

Personalized Aesthetics

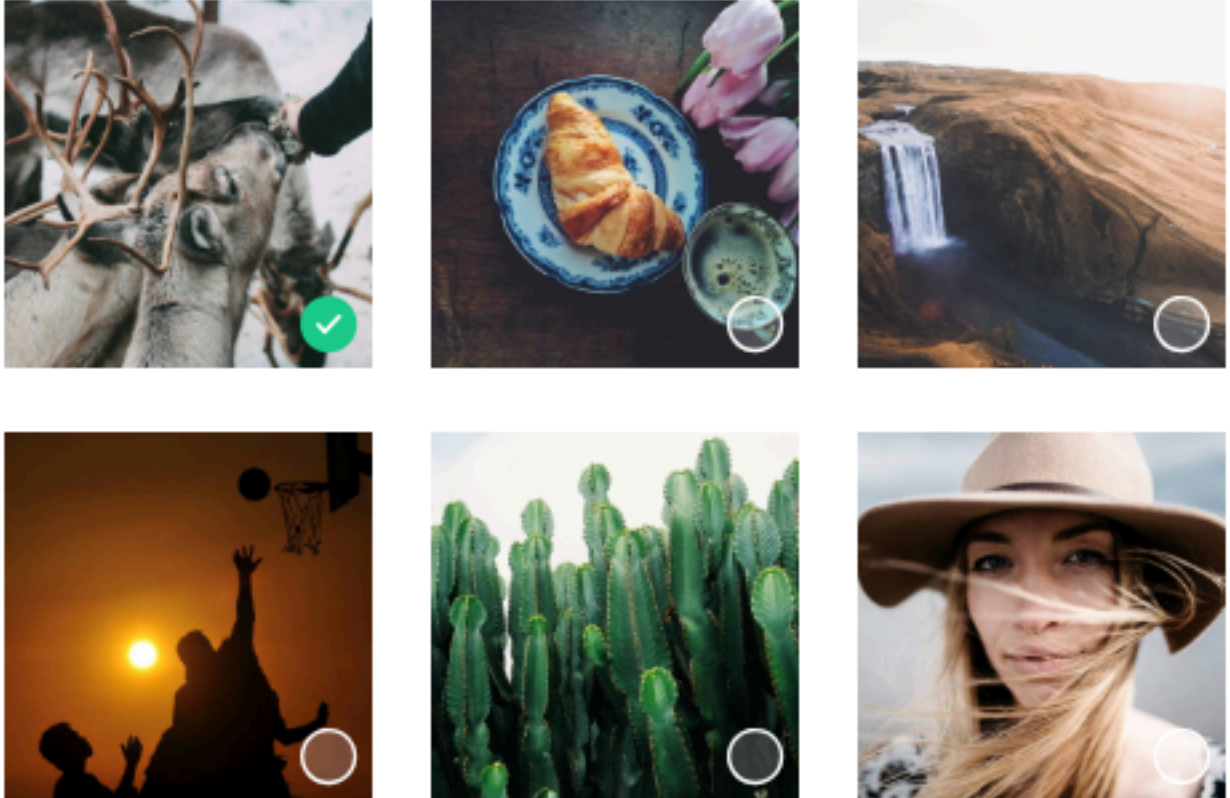
- ✓ Train EyeEm Vision your visual fingerprint
- ✓ At the end you receive your customized aesthetic score




Tagging & Captioning

Demo

Drag and drop photos here,
[select from your computer](#)
or try one of the samples on the right





Aesthetics **really good** **78%**

Suggested tags

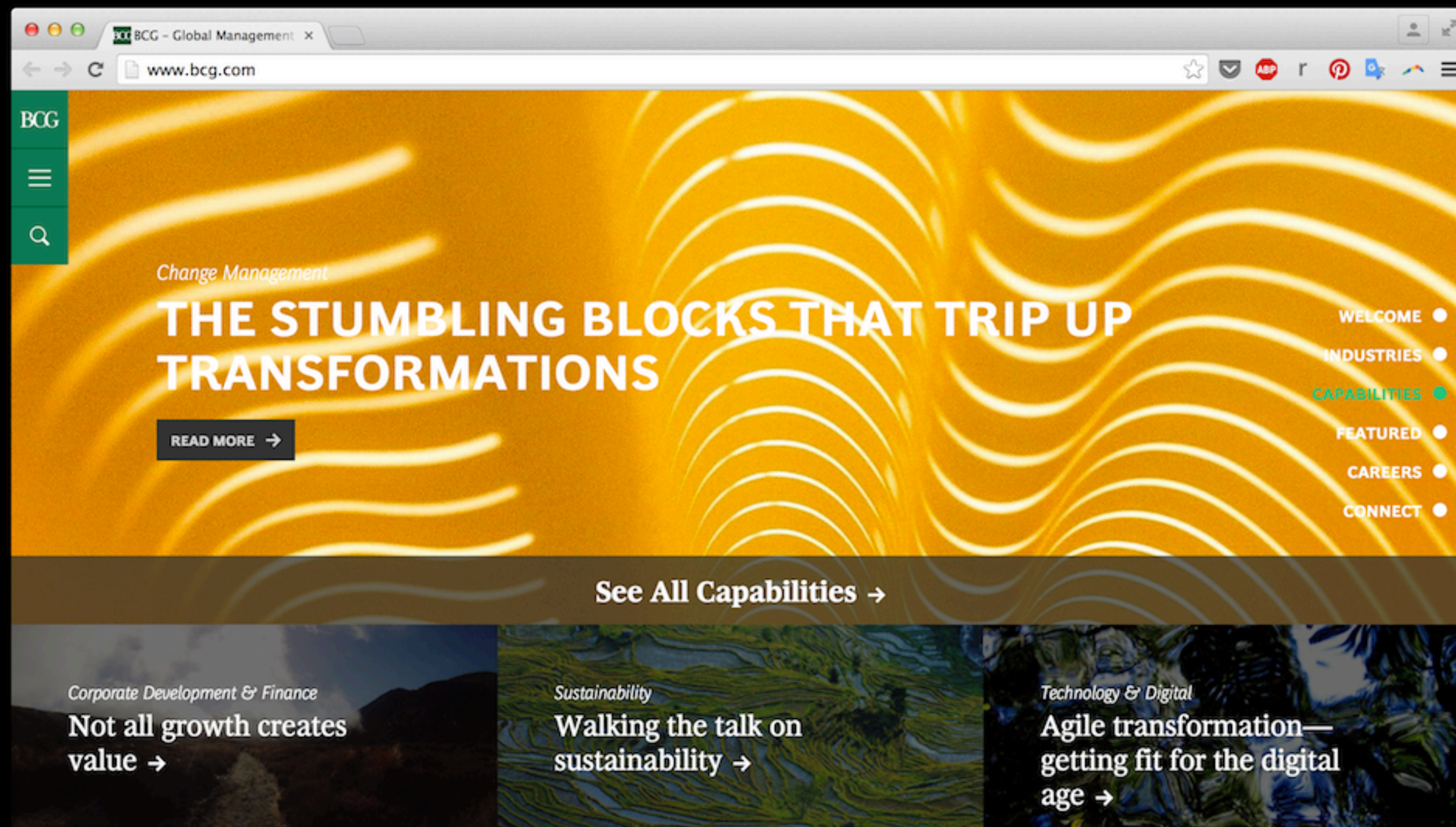
sky sunset human body part sea water sunlight land sun nature
human hand orange color hand silhouette beach people relaxation
back lit positive emotion body part outdoors lens flare human limb

Suggested caption

silhouette hand against sky during sunset

Success Stories

Redefining the Visual Language for BCG's Futuristic Vision



The BCG Case

After working with BCG on the redesign of bcg.com, BCG wants to make sure that everyone within the company speaks the same image language across countries.

Goal: Train PA and get access through BCG's Powerpoint Plugin

Train the Machine

3 Simple Steps

Define Brand Identity

Definition of Visual Language together with our visual experts.



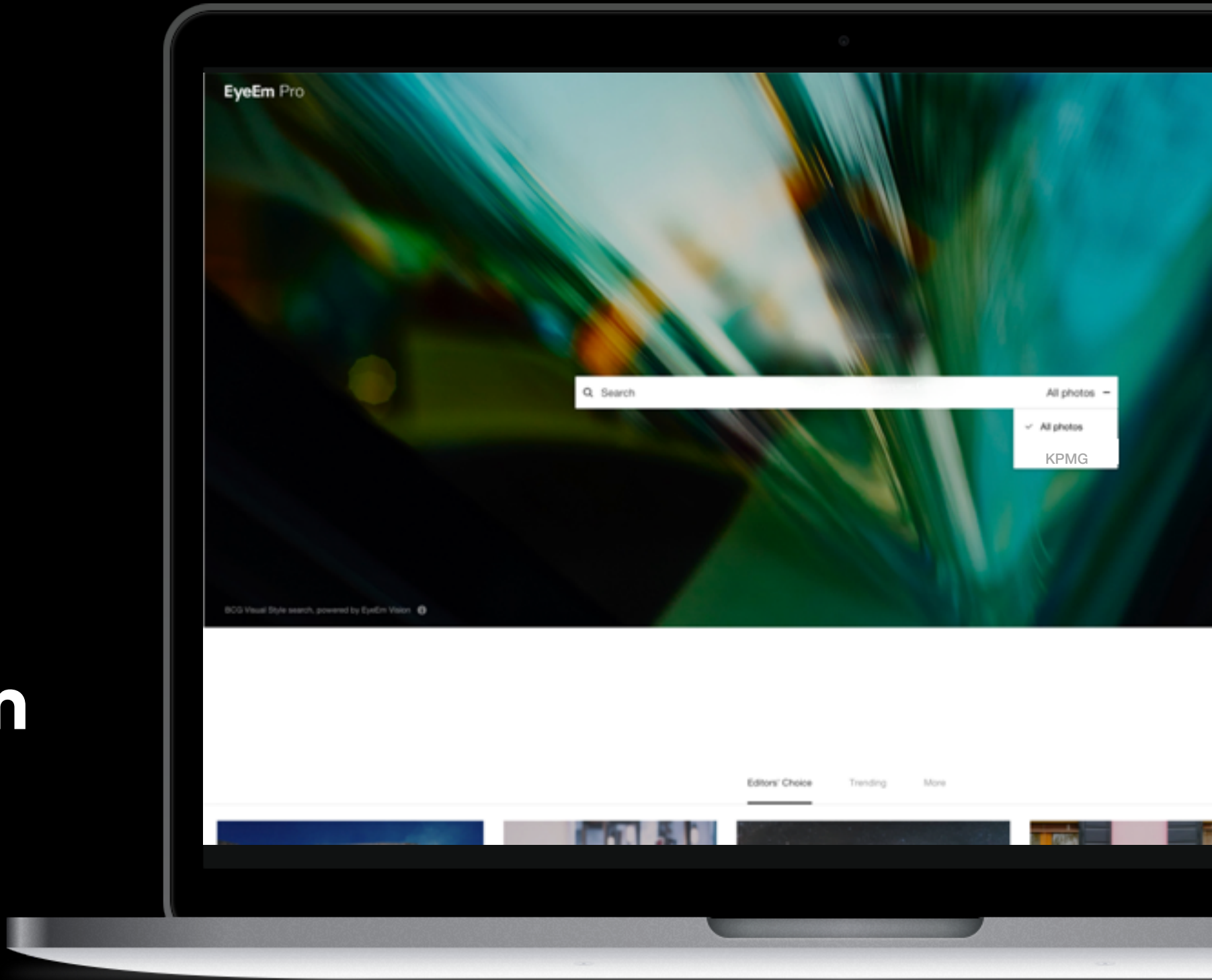
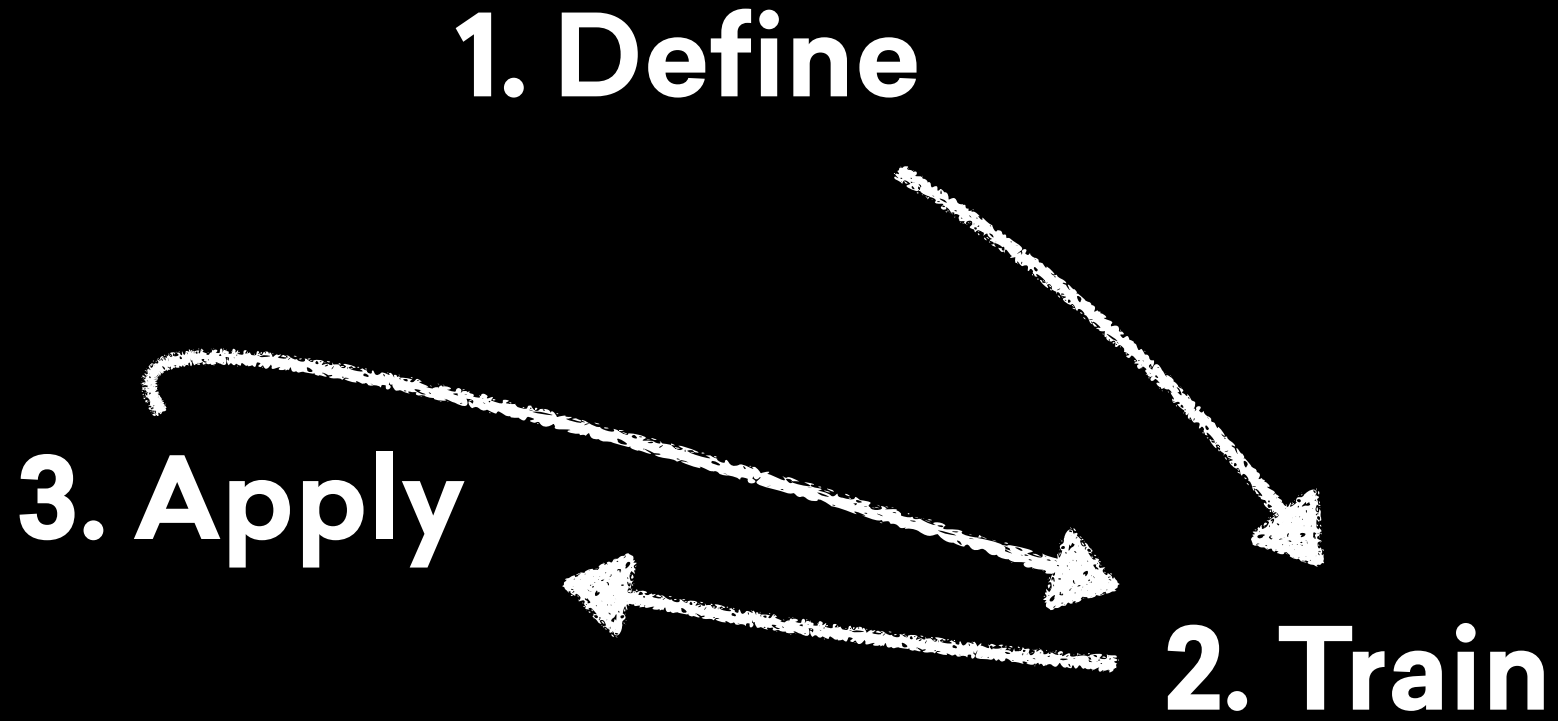
Train the Aesthetic Rank

The Computer Vision gets retrained based on images curated by our visual experts.



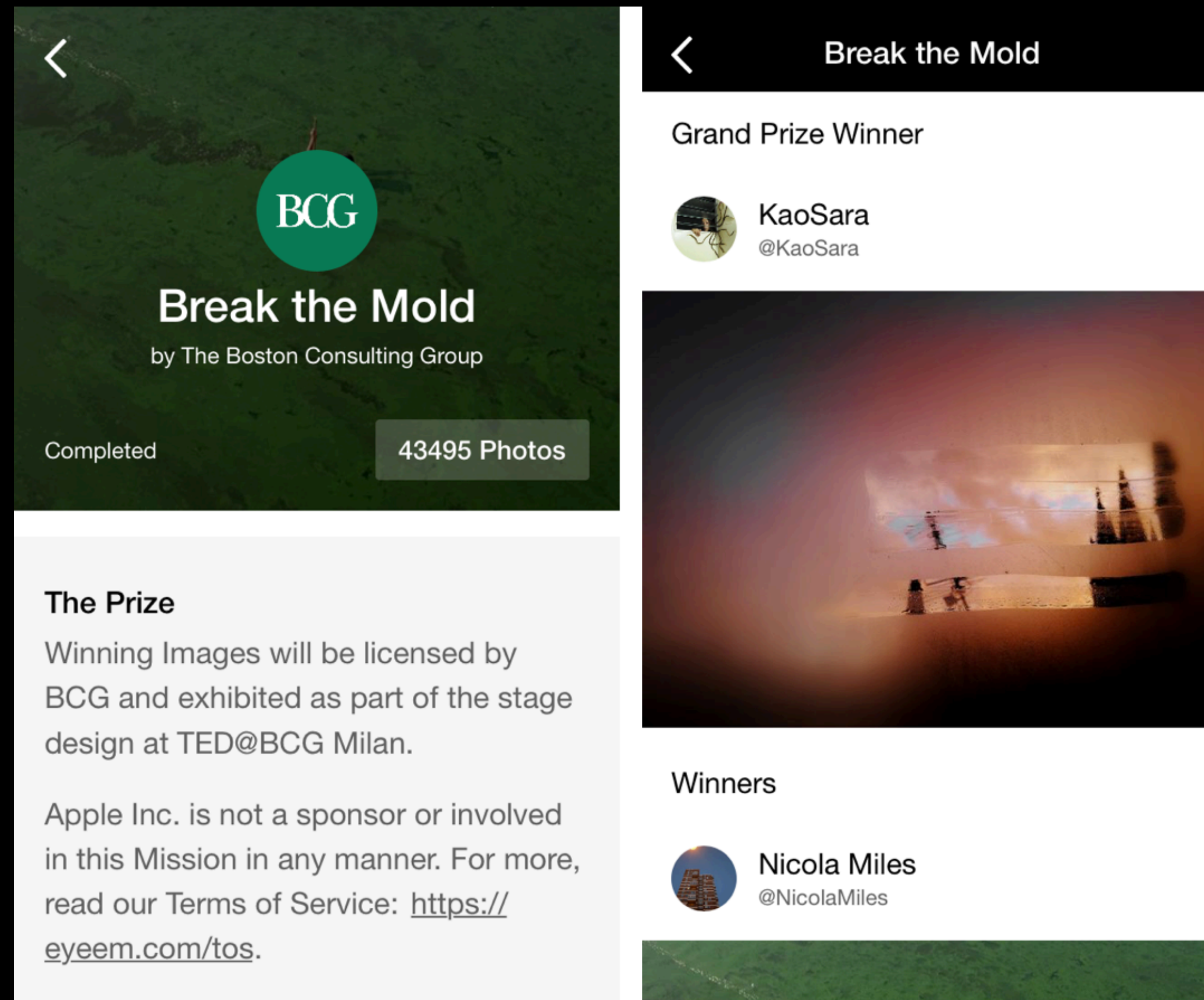
Integrate the Model

Images on EyeEm Market get reindexed for you according to the new rank



Step 1: Source Training Set

The Power of Community



BCG
Break the Mold
by The Boston Consulting Group

Completed 43495 Photos

The Prize
Winning Images will be licensed by BCG and exhibited as part of the stage design at TED@BCG Milan.

Apple Inc. is not a sponsor or involved in this Mission in any manner. For more, read our Terms of Service: <https://eyeem.com/tos>.

Break the Mold

Grand Prize Winner

KaoSara
@KaoSara

Winners

Nicola Miles
@NicolaMiles

From Business Themes to Visual Metaphors

- With a clear brand vision in mind, we put our creators to work and launched a series of 15 Missions to source compelling images that directly spoke to BCG's fresh perspective.
- In these photo competitions, EyeEm transformed abstract business themes into concrete visual briefs for our photographers to shoot.

Step 2: Train Visual Identity (1)

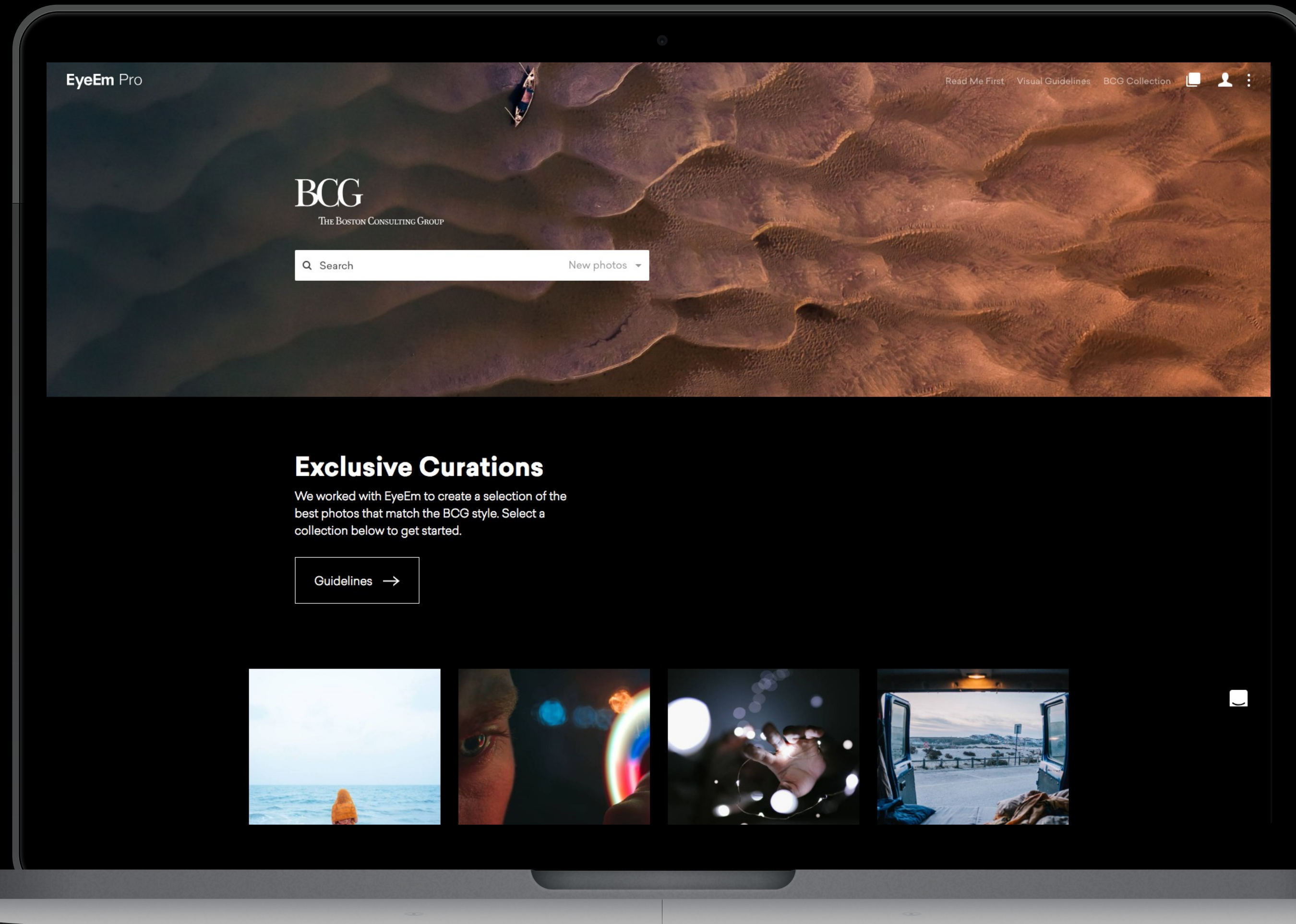


Taking Full Control of Creative with Personalized Aesthetics

After a dedicated team of curators selected the best images out of the Missions, we began training EyeEm Vision's advanced algorithm to create a library of authentic images tailored to BCG's aesthetic.

Step 3: Integrate in Enterprise Search

Demo

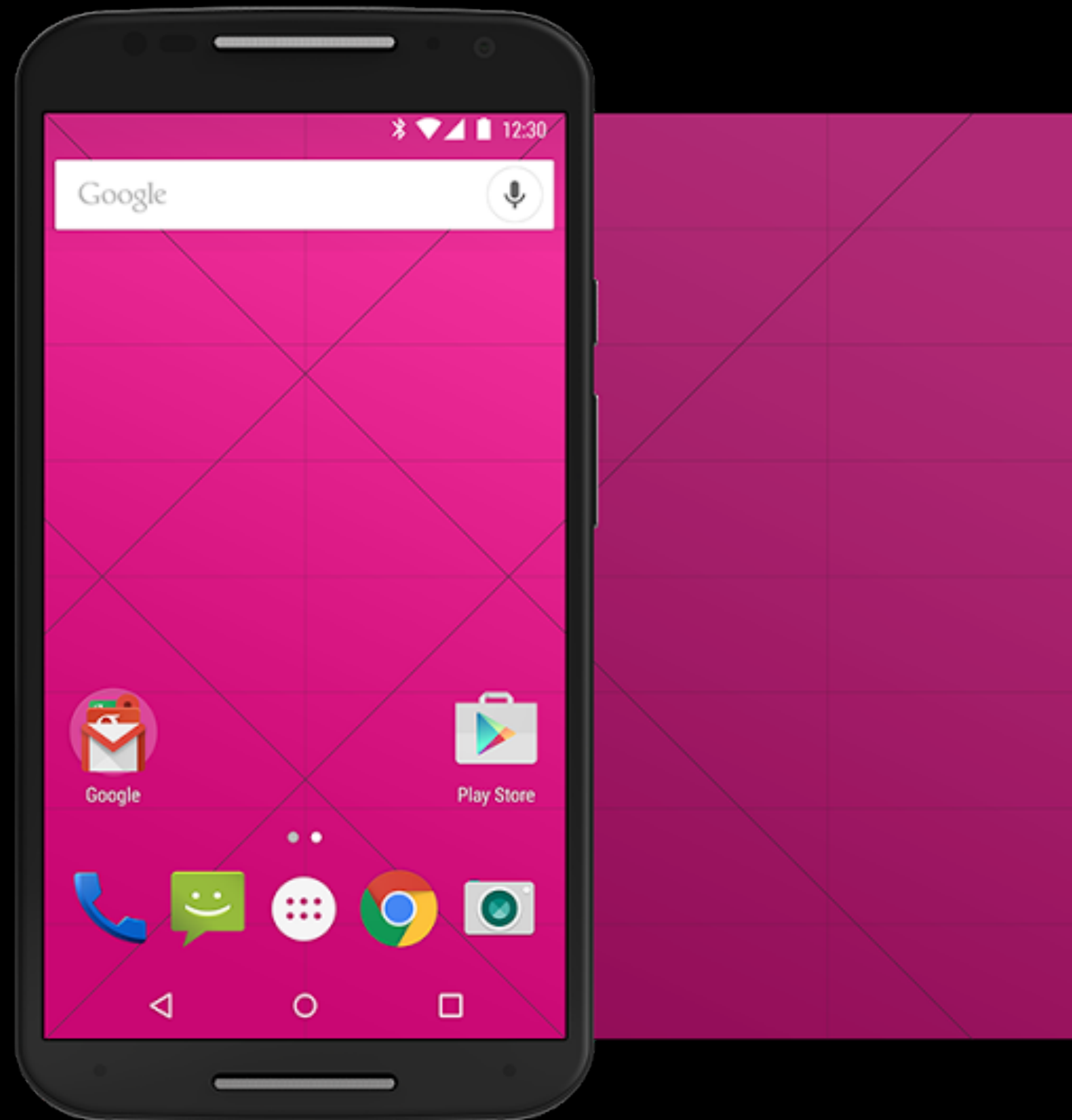


Today, **over 11,000 global consultants** have access to a single source for quality on-brand images, for everything from website assets, to **PowerPoint** slides, to **Instagram** posts – securing effective **content that meets their visual needs** now and long into the future.

BCG Case Study



Sourcing Fresh Images on Scale for new Product Campaigns



Motorola

Motorola needed fresh & global images for their new phone & marketing campaign

Goal: Source photos through Missions & train PA to select the best ones

Define Style & Train the Machine

Personalized Aesthetics Training

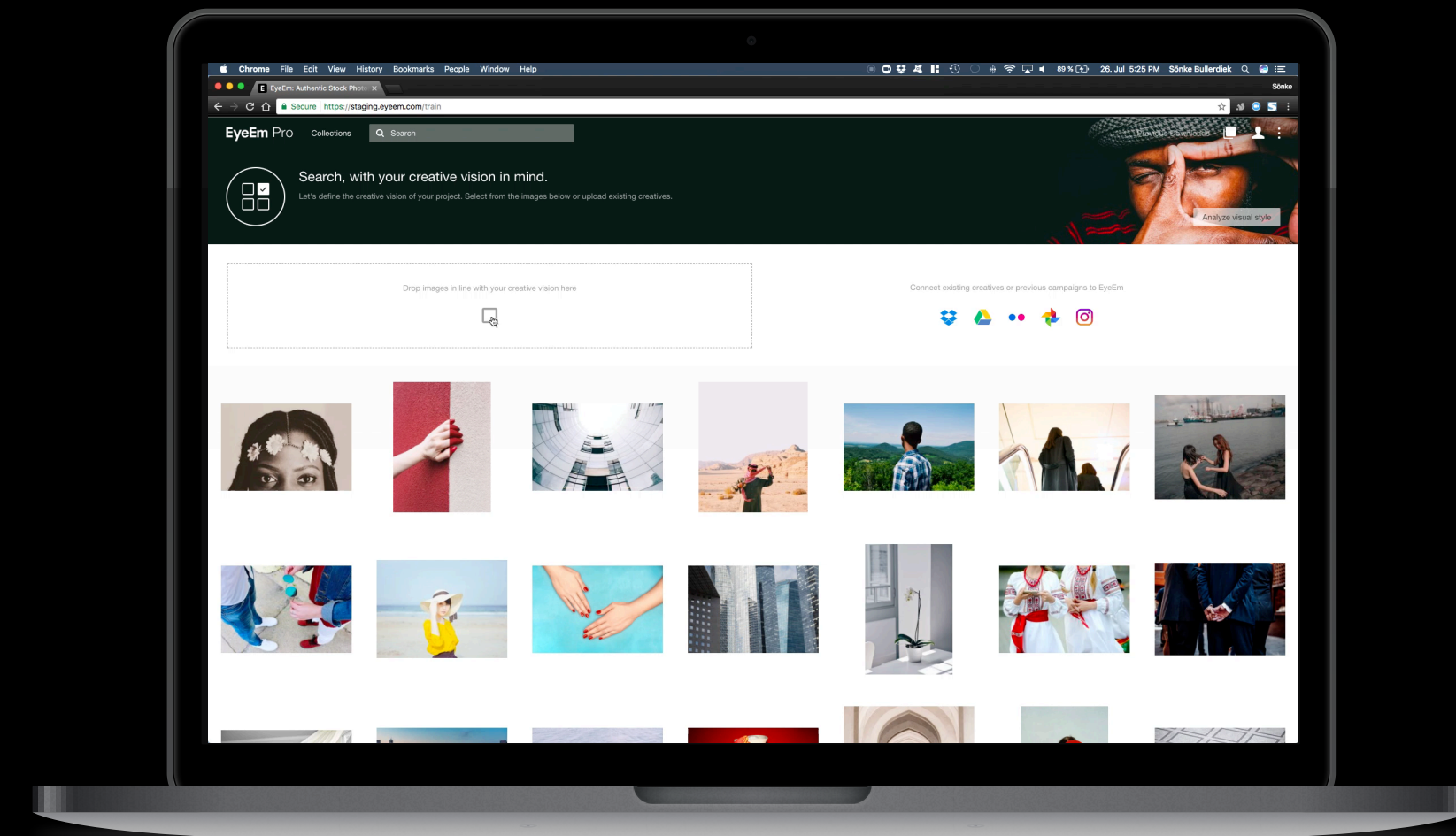
Define Brand Identity →

Definition of Visual Language together with our visual experts.

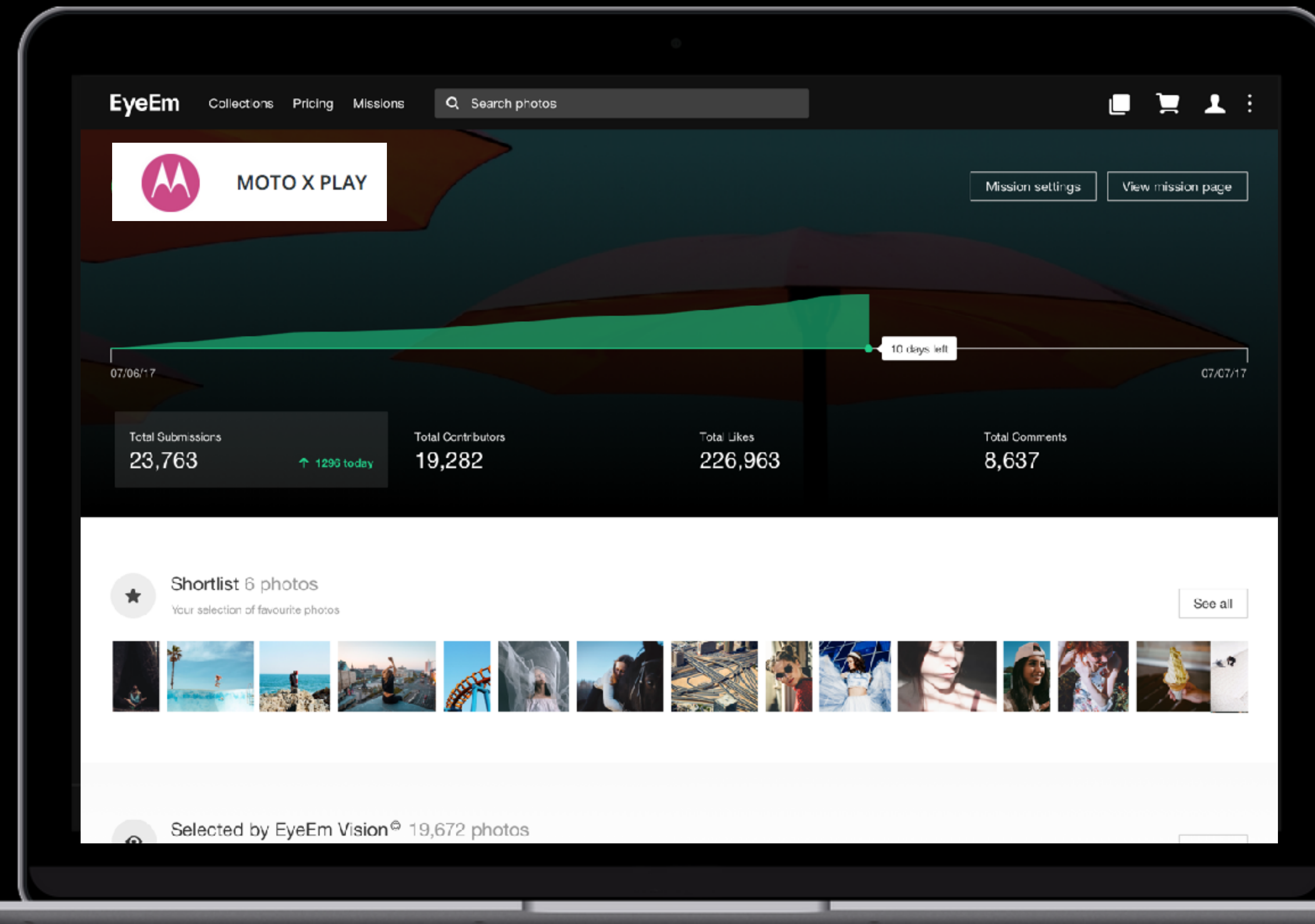


Train the Aesthetic Rank

The Computer Vision gets retrained based on images curated by our visual experts.

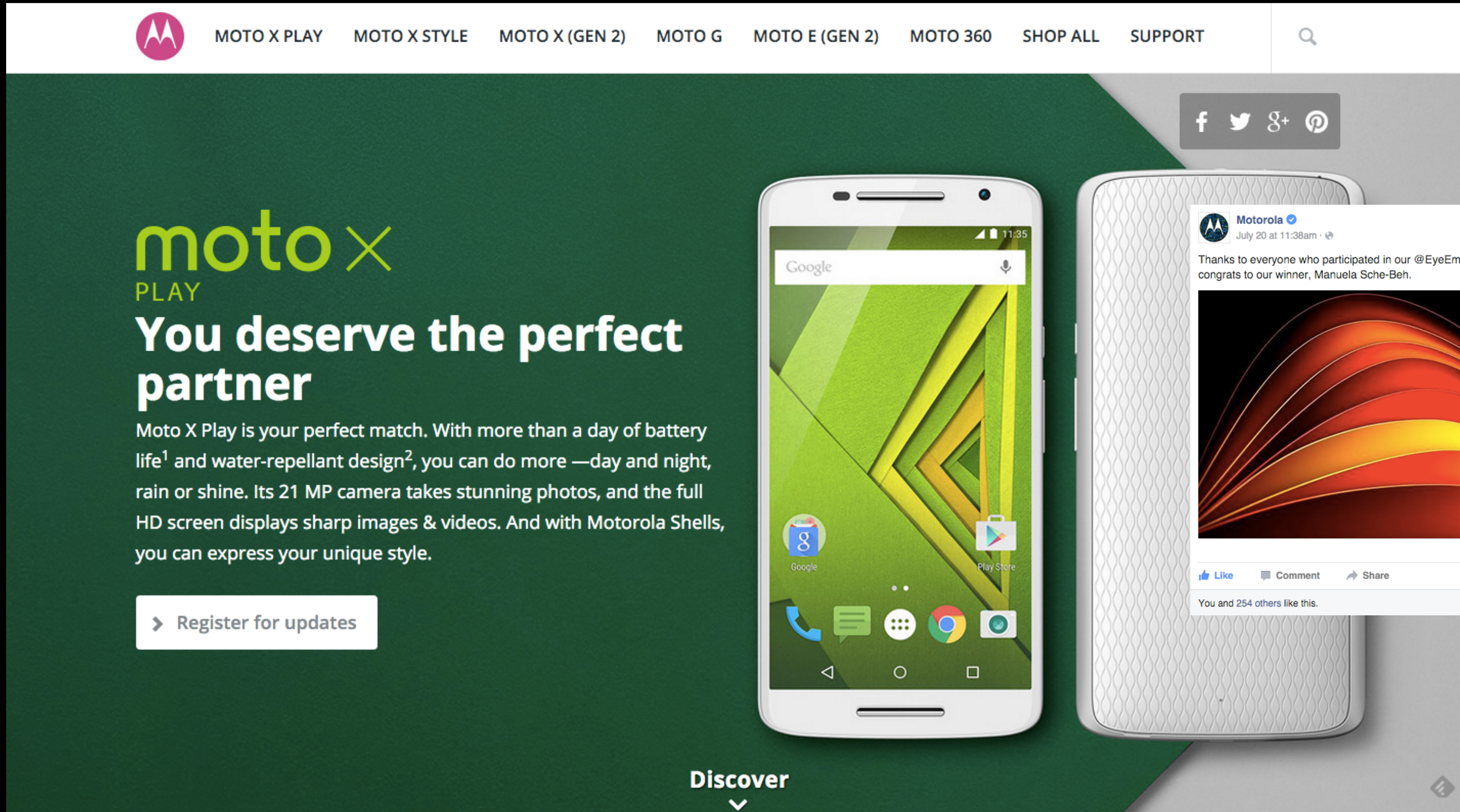


Step 3: Integration in Mission Tool



- **40.000+** photo submissions
- **Personalized aesthetics** was integrated to **select a short-list** of the top 50 images
- These images were **on brand** could be **used immediately** for wallpapers & marketing campaigns

On Brand Photos for Marketing & Product



MOTO X PLAY MOTO X STYLE MOTO X (GEN 2) MOTO G MOTO E (GEN 2) MOTO 360 SHOP ALL SUPPORT

moto X
PLAY

You deserve the perfect partner

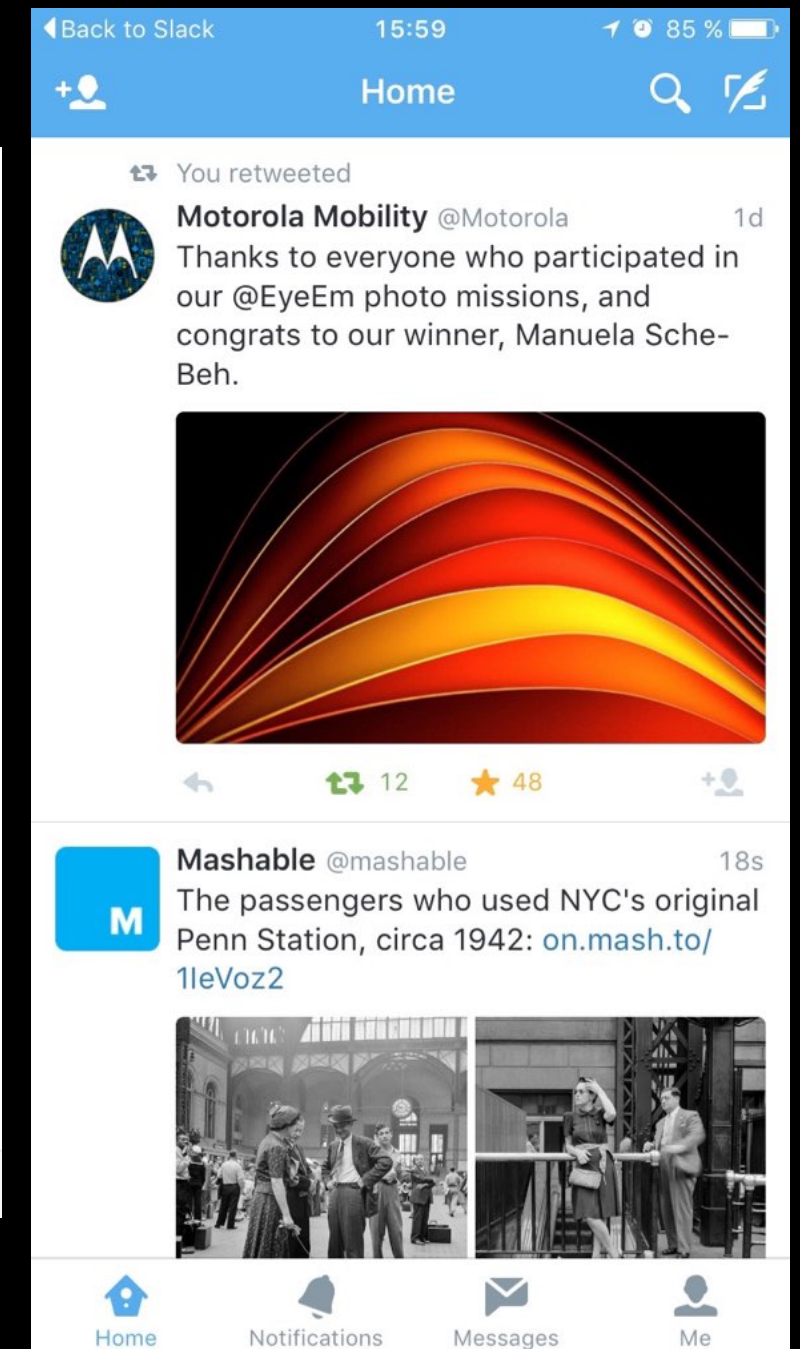
Moto X Play is your perfect match. With more than a day of battery life¹ and water-repellant design², you can do more —day and night, rain or shine. Its 21 MP camera takes stunning photos, and the full HD screen displays sharp images & videos. And with Motorola Shells, you can express your unique style.

Register for updates

Discover

Facebook Twitter Google+ Pinterest

Google Play Store

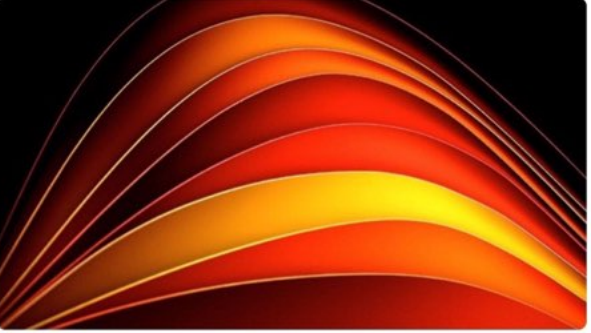


Back to Slack 15:59 85% battery

Home


You retweeted

Motorola Mobility @Motorola 1d
Thanks to everyone who participated in our @EyeEm photo missions, and congrats to our winner, Manuela Sche-Beh.



12 Retweets 48 Likes

Mashable @mashable 18s
The passengers who used NYC's original Penn Station, circa 1942: on.mash.to/1leVoz2



Home Notifications Messages Me



Thank You

SÖNKE BULLERDIEK
VP STRATEGIC PARTNERSHIPS &
CORPORATE DEVELOPMENT
SOENKE@EYEEM.COM