

## Karbonn Mobiles enters into artificial intelligence segment in partnership with Staqu

*Becomes the first mobile handset player to introduce artificial intelligence in fashion and lifestyle with the launch of 'Fashion Eye & 'Fashion Eye 2.0' smartphones*

**New Delhi, July XX, 2016-** In line with its efforts to simplify the users' Smartphones experience, Karbonn Mobiles, India's leading handset player, partners with Staqu, an artificial intelligence research company, to introduce AI enabled fashion search feature in its new range of Smartphones- Fashion Eye & Fashion Eye 2.0. Targeted at today's style conscious youth, Karbonn's new Smartphone range comes integrated with a Fashion app which allows users to search for an outfit by simply clicking its picture. The AI engine of the app automatically recognizes the **print, patterns** and **colours** of the outfit to give relevant results aggregated from over 4 million fashion products. It also allows users to compare prices and pick up the best deals available on outfits and accessories of their choice.

Fashion has been one of the most popular search categories in eCommerce. Karbonn has collaborated with the leading AI start-up for the development of an intuitive app uncomplicating fashion search and discovery while offering intelligent recommendations on latest fashion trends basis users' past searches and ongoing trends in the market. The app uses a special compression technology to offer fast search results and seamless experience on varied data speeds.

**Commenting on the launch Mr. Shashin Devsare, Executive Director, Karbonn Mobiles says,** *"With an aim to bring value-added services to its consumers, Karbonn mobiles have forged one of the strongest VAS partners network in the country to enrich its users Smartphone experience. Our partnership with Staqu is another step towards dissolving adoption barriers by offering users a seamless online buying experience regardless of their digital proficiency. Amassing a base of an estimated 20 thousands users within the beta phase of the app launch, we are highly confident about the consumer response to our Fashion Eye range expecting it to push our VAS revenue streams to go upto 10-15% by the end of FY 2016-2017."*

**Atul Rai, CEO, Co-Founder Staqu Technologies:** *"We are excited to be partnering with Karbonn, pioneering the synergy between an Indian AI Research company and an OEM. By amalgamating expertise from different domains, we are enabling the native capabilities of the mobile camera, with an intelligent deep learning based engine. The product makes fashion discovery for users extremely simple, which, essentially is what the modern day smartphone user needs right now! We are affirmative that our users will recognize the unique capabilities of Fashion Eye, utilizing the same to simplify their fashion ecommerce experience,"* said **Atul Rai, CEO, Co-Founder Staqu Technologies.**

### Explore Your Glamour Quotient with:

#### Karbonn Fashion Eye

- **Splendid Photography experience-** 8MP Rear camera with flash and 3.2 MP Front camera
- **Massive memory-** 1GB RAM+ 8GB ROM with expandable Micro SD upto 32GB
- **Matchless performance-** 1.3GHz Quad Core Processor for lag-free performance and smooth gaming
- 12.7 cm (5') IPS full lamination HD, 2.5 curved glass display
- **Unbeatable Price-** INR 5,490/-

#### Karbonn Fashion Eye 2.0

- **Impressive Photography-** 8MP Rear camera with flash and 3.2 MP Front camera
- **Better Display-** 12.7 cm (5') IPS full lamination HD, 2.5D curved glass display
- **Multi-Tasker's Delight-** 2GB RAM+16 GB ROM
- **Smooth Performance and Gaming-** 1.3GHz Quad core processor
- Long Battery Life- 2000mAh
- **Unbeatable Price-** INR 6,490/-

In addition to the Fashion Eye app, both the devices are equipped with plethora of features like: Android 5.1 Lollipop and a 1.3 Ghz Quad Core processor. Both the smartphones have strong battery backup of 2000 mAh to give its users a seamless browsing experience throughout the day. Staqu used its research prowess in image understanding technologies to create user-based recommendation engine that performs real time trend analysis in fashion. This will be achieved by detailed and automated analysis of users' preferences and fashion choices along with real-time analysis of trends that, in India, are majorly set by celebrities and films. All this will be presented to the user right at the main page of the Fashion Eye application making it a seamless and hassle-free discovery experience for the user.

### **Karbonn Mobiles:**

Karbonn is an Indian smartphone brand that offers a range of user-centric smart devices to complement the modern consumer's daily needs. Committed to simplifying technology, Karbonn has made inroads in the market with a combination of affordable yet innovative devices. Karbonn has a presence across India with over 85,000+ retail partners and 900+ service centres. Internationally, Karbonn has presence in 40 countries across Africa, South and Southeast Asia, CIS, Eastern Europe and Middle East. Karbonn has been recognized among the Top 5 Most Trusted mobile brands in India by Brand Trust Report 2015. Karbonn also emerged as the winner of the 'Smartphone Brand with Focus on Local Languages' in a survey conducted by TeleAnalysis.

### **About Staqu Technologies**

As a Delhi based Artificial Intelligence startup, Staqu strives to revolutionize the fashion e-retail and e-commerce industry. Founded in 2015, the company has pioneered a bidirectional image understanding technology, an innovative image-to-image matching system, simplifying image search, automated meta-tag generation and real time product recommendations. With its prime focus on AI research, Staqu has produced the VGrep API suite consisting of a state of the art visual search engine, hybrid recommendation engine and other innovative products. Triumphant at IBM's Global Entrepreneur Program, Staqu has successfully raised investment from Indian Angel Network.

For More Information on Karbonn, please connect via [Website](#) / [Facebook](#) / [Twitter](#)

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