

# CamFind - The First Visual Search Engine Goes Social

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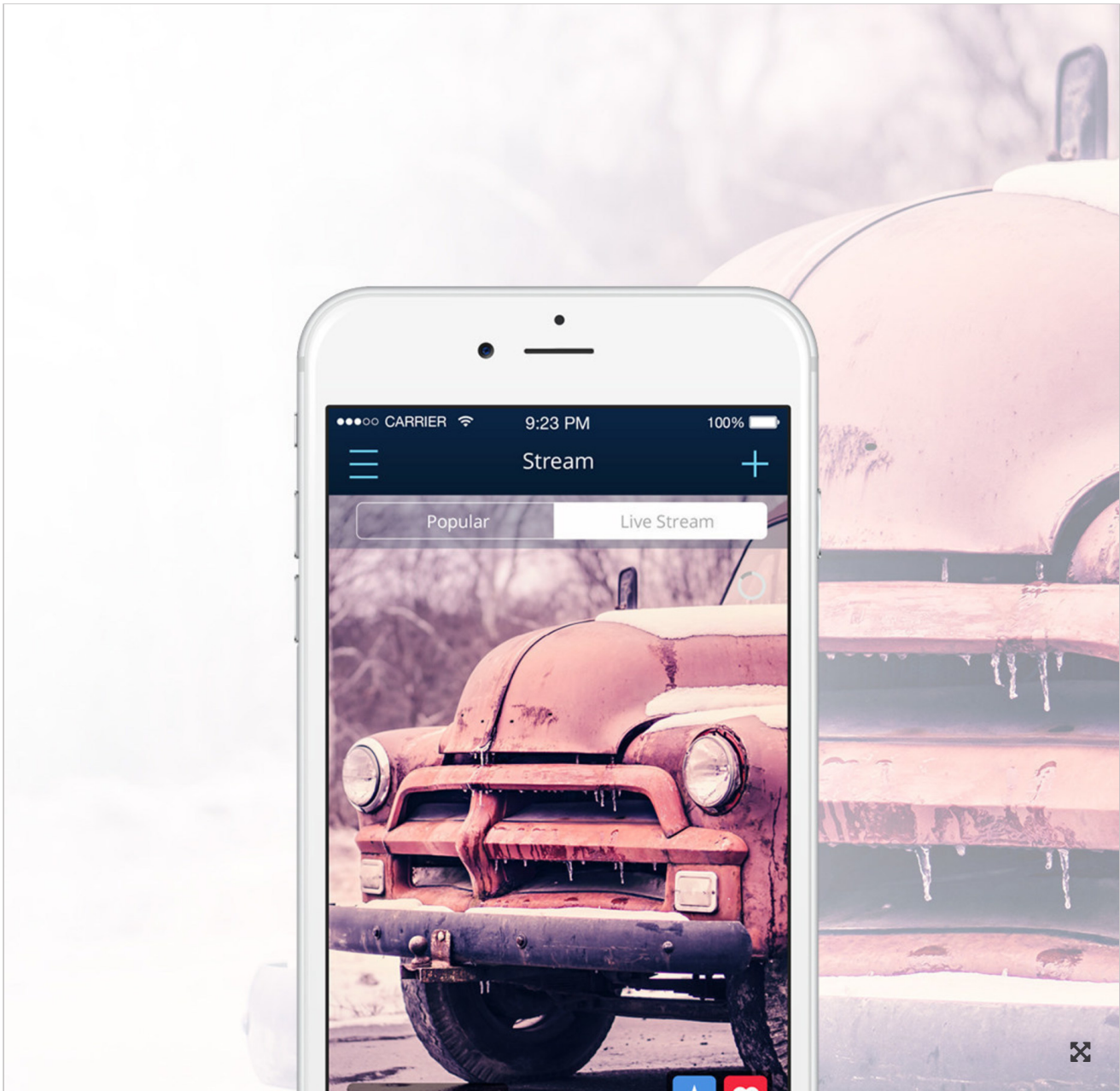
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**Image Searcher, Inc.** →  
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LOS ANGELES, April 16, 2015 /PRNewswire/ -- Image Searcher, Inc. announced today that it has released a new version of CamFind for iOS, the world's first successful mobile visual search engine. Not only will this update continue to improve upon CamFind's industry leading image recognition and visual search technology, but will also provide a brand new user interface allowing interaction with pictures being taken by users around the globe.

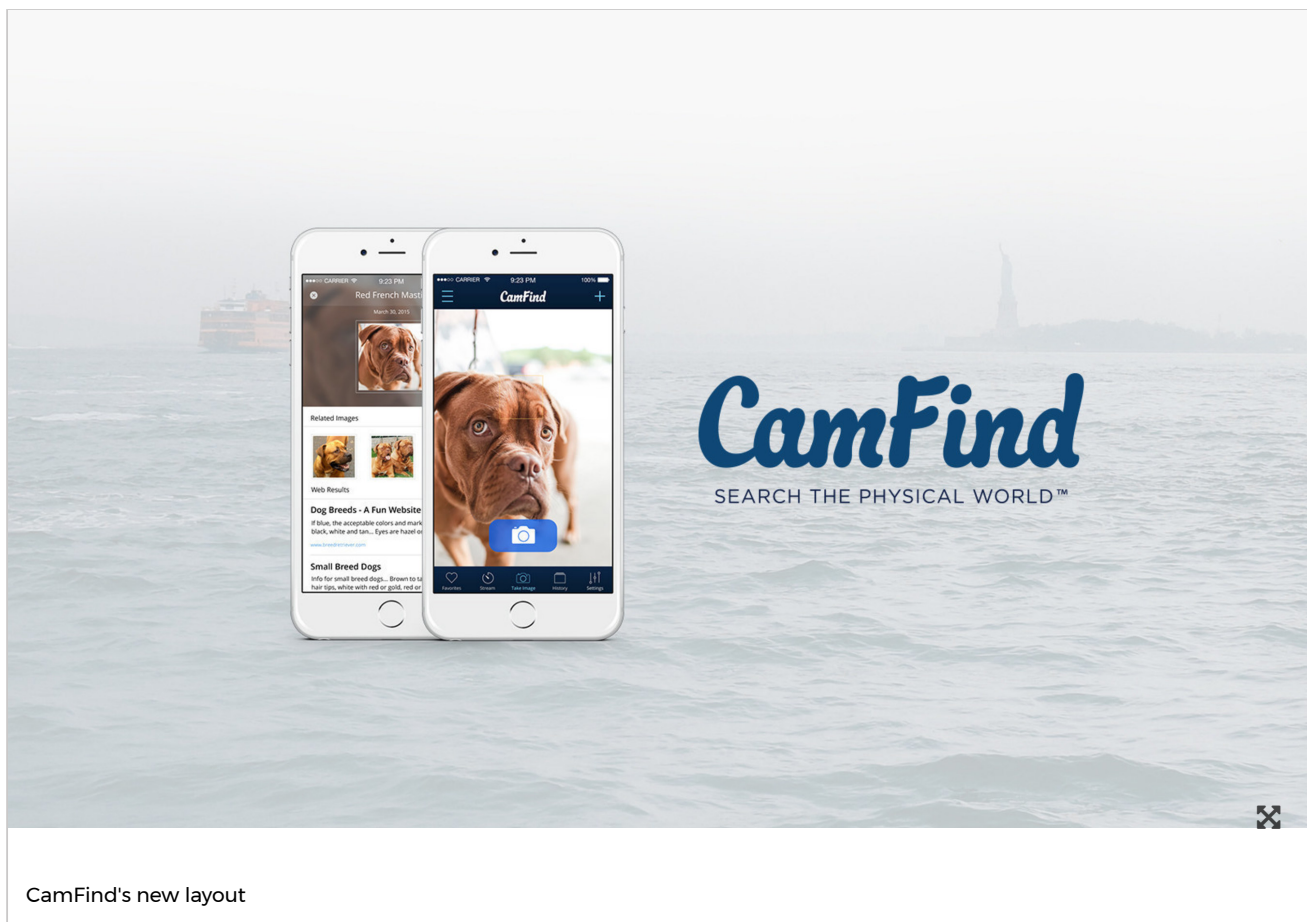
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Although CamFind first made visual search available in 2013, this marks a major achievement for the industry as a whole, as for the first time visual search has become social. Users will now have the ability to not only 'search the physical world', but also *like* images in order to upvote them in CamFind's new 'Popular' pictures feed. In addition, users will be able to *favorite* images, along with the corresponding search results, to add them to their own personal list for future reference. A new 'Live Stream' also offers a feed of visual searches happening in real-time. CamFind will progressively increase the number of social features available over time.

These milestones come on the heels of CamFind officially surpassing the 2 million download mark, Image Searcher, Inc. also recently announcing a \$4.8 million funding round, and the launch of its new public API, CloudSight (<http://cloudsightapi.com>).

*"We wanted to literally and figuratively give developers the gift of 'sight,' meaning we would provide the visual search technology for their products and services,"* explains CamFind cofounder and CEO Dominik Mazur. *"We also want developers to use their imaginations to create new and exciting possibilities for physical devices."*



The CloudSight API employs deep learning, a technology that simulates the human brain, "learning" from its mistakes over time, and is the same technology powering CamFind. CamFind contains a massive database of over 50 million user generated non-contrived images which are all annotated, making it the largest such database in existence.

*"Using deep learning, we set up an advanced image recognition technology to give results from our servers," says Mazur. "With this, we can go deeply into identifying, say, the exact make and model of a car or breed of dog – not just a classification. What sets us apart is that we always provide an answer with a varying degree of detail. It's not just an exact answer or no answer at all."*

For more information, or to download the newest release, please visit <http://CamFindApp.com>.

### **About Image Searcher, Inc.**

Image Searcher, Inc. was founded on September 7, 2012, by Bradford Folgens and Dominik Mazur. Image Searcher's mission is to deliver the most superior mobile visual search solution to people around the world.

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<http://cloudsightapi.com>



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