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WALKING WHERE JESUS WALKED
HOLYLAND


GAY PRIDE
PARADE
TEL AVIV
2014


PERSON 1
?
PERSON 2
?

What You Know



Male, Married twice, Grown Children, Young Grand Children



English, Countryside, Holiday in Alps, Extensive Travellers



Born 1948, Dog Lovers, Sports Cars Fanatics



Wealthy

What You Know



Male, Married twice, Grown Children, Young Grand Children



English, Countryside, Holiday in Alps, Extensive Travellers



Born 1948, Dog Lovers, Sports Cars Fanatics



Wealthy


3
18:00
68%
Years
2016
Tyrol, Wales, Scotland, England & 2 more
2017
England, Western Cape & Eastern Cape
Photos
Shared
Albums

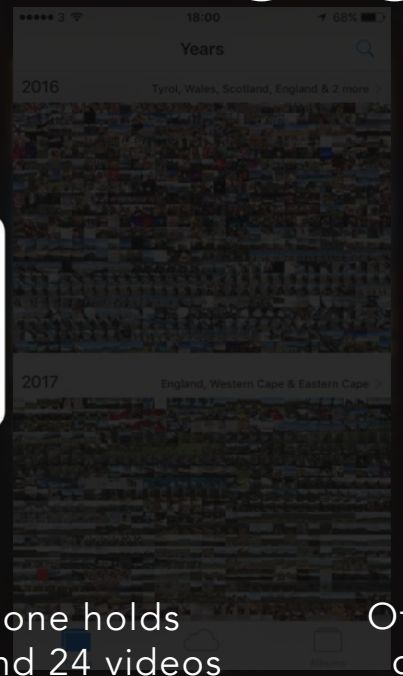








SMARTPHONE + THE EVOLUTION OF THE PHOTOGRAPH



People **take >250 photos** each month

The average phone holds **>1,500** photos and 24 videos

Offline understanding documents real life

<2% of images are shared on social media

A DATA SET ALONG A TIMELINE

THE EXISTING ARCHITECTURE

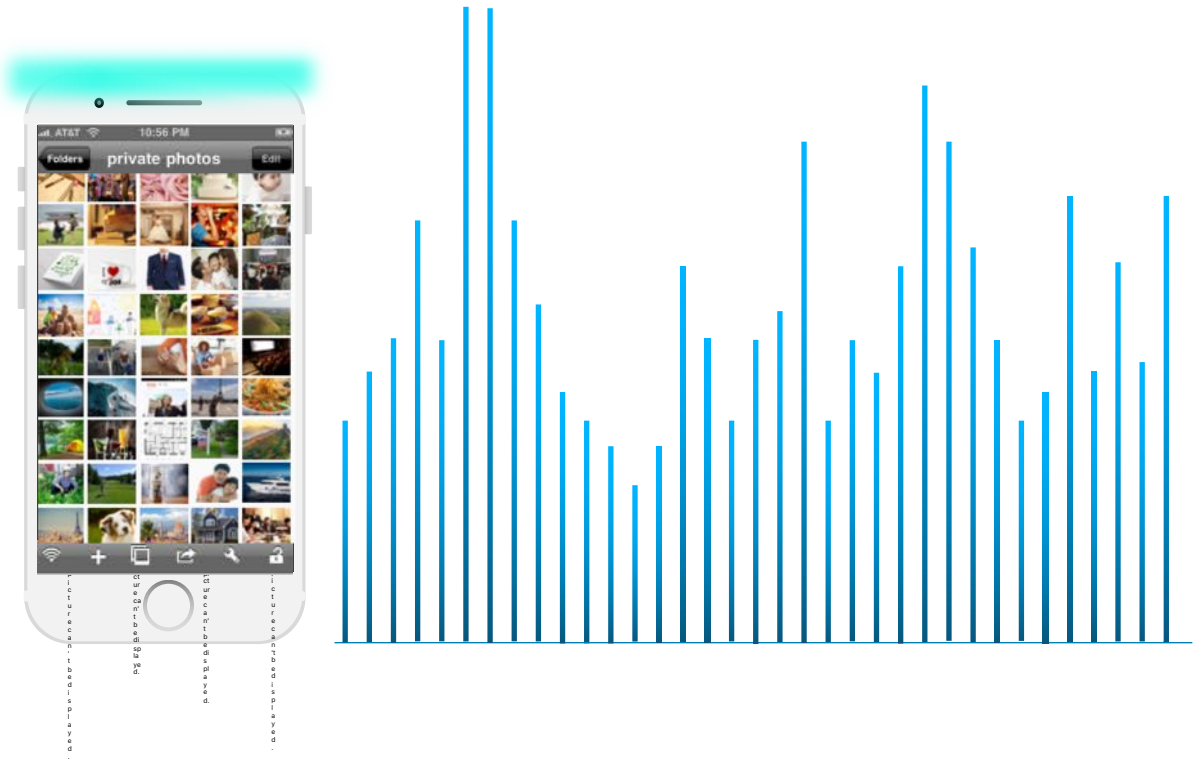




PHOTO GALLERY ANALYSIS, ON DEVICE

Users no longer tolerate anything less.

Disintegrating loyalty.
Personalised or irrelevant.
Immediate or non-existent.

This is only the beginning.

Once users experience hyper-personalisation they can never go back.

PROFILE

EXTRACT THE MOST ACCURATE AND ACTIONABLE FEATURES






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