

Explorra.com & VisualDNA ...an introduction

ciprian.morar@lateral.ro

London, 21 Sept 2010

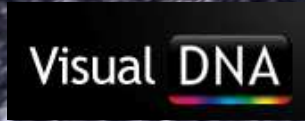


Who we are

Boutique software development – technology with passion*

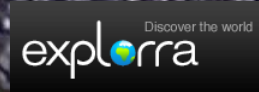
*lots of





What we do

< Services & Start-ups (incubate) >





Discover the world

Explorra

A social networking app,
where people discover and
share places with friends



Explorra & VisualDNA – tip of the iceberg
on top of a bigger infrastructure

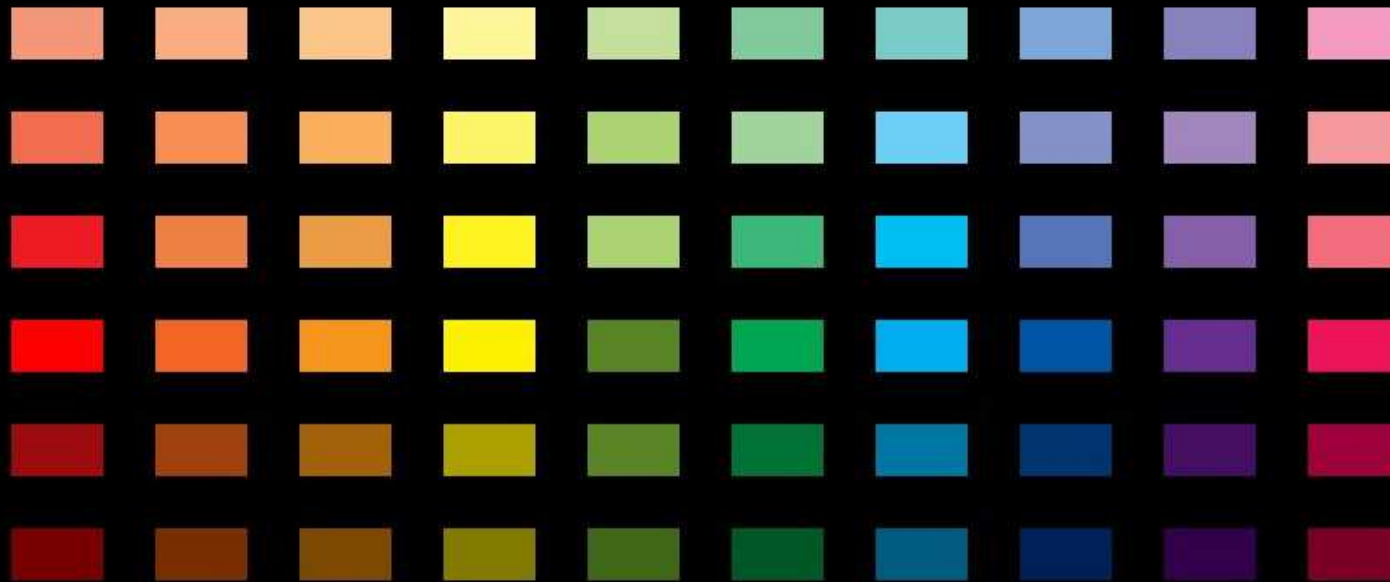


Travel by Color

Experience a novel way to discover travel destinations

Just click the color you like or

I feel lucky



Need to find something?

Search...



Want to help us?

Your feedback, suggestions, bug reports

Subscribe to our newsletter



Please enter your e-mail

Go

About us

Explore

Work with us

The Team

Travel Guides

Partnerships

Big fan? Socialize!

Travel by color "Totem pole"

Experiences

- Adventure
- Culture
- Lifestyle
- Nature & Wildlife
- Weird & Bizzare

World

- Africa
- Asia
- Australasia
- Caribbean
- Europe
- Middle East
- North America
- South America

Landscape

- Unusual

Traveller Type

- Couples
- Family
- Groups
- Seniors
- Singles

My lists

- Where I've been
- Where I want to go

- Where my friends have been
- Where my friends want to go

All (84) ↓

Destinations (20)

Hotels (25)

Holidays (13)

Things To Do (15)

Attractions (15)

List view Photo view Show on Map

Page 1 of 6: 1 2 3 4 5 6



The Keating

Don't be fooled by the slightly old-money country-club name, or by the building itself, which at over a hundred and ten years old is surely one of San (...)



Spain

Nature, culture, flamenco, gastronomy, sangria, matadors. You'll discover all these and much more in Spain.



One By The Five

It had to come to this, didn't it? Ever since luxury hotels began to shrink, emphasizing the privacy and exclusivity that only a small hotel can offer, (...)



Ecuador

One of the world's most diverse places, offering many attractions to explore, from sunny beaches to impressive mountains and the Amazon rain forest.



Italy

Experiences

- Active
- Adventure
- Culture
- Lifestyle
- Nature & Wildlife

Italy

- Aeolian Islands
- Alberobello
- Amalfi Coast
- Aosta Valley
- Bologna
- Calabria
- Campania
- Capri Island
- Chianti Region
- Erbusco
- (30 more...)

Landscape

- Beach
- City
- Island
- Scenery
- Unusual

Traveller Type

- Couples
- Family
- Seniors
- Singles

My lists

- Where I've been
- Where I want to go
- Where my friends have been
- Where my friends want to go



Photo by journeys

- All (169) ↓
- Info
- Photos (12)
- Reviews
- Destinations (73)
- Hotels (67)
- Holidays (4)
- Things To Do (7)
- Attractions (22)

- List view
- Photo view
- Show on Map



Boccadasse

A small fishing village, part of Genoa, that has kept its old character intact.



Egadi Islands

Three islands off the west coast of Sicily, inhabited since prehistoric times, blessed with beautiful coastlines and azure waters are waiting to be discovered.



Marettimo

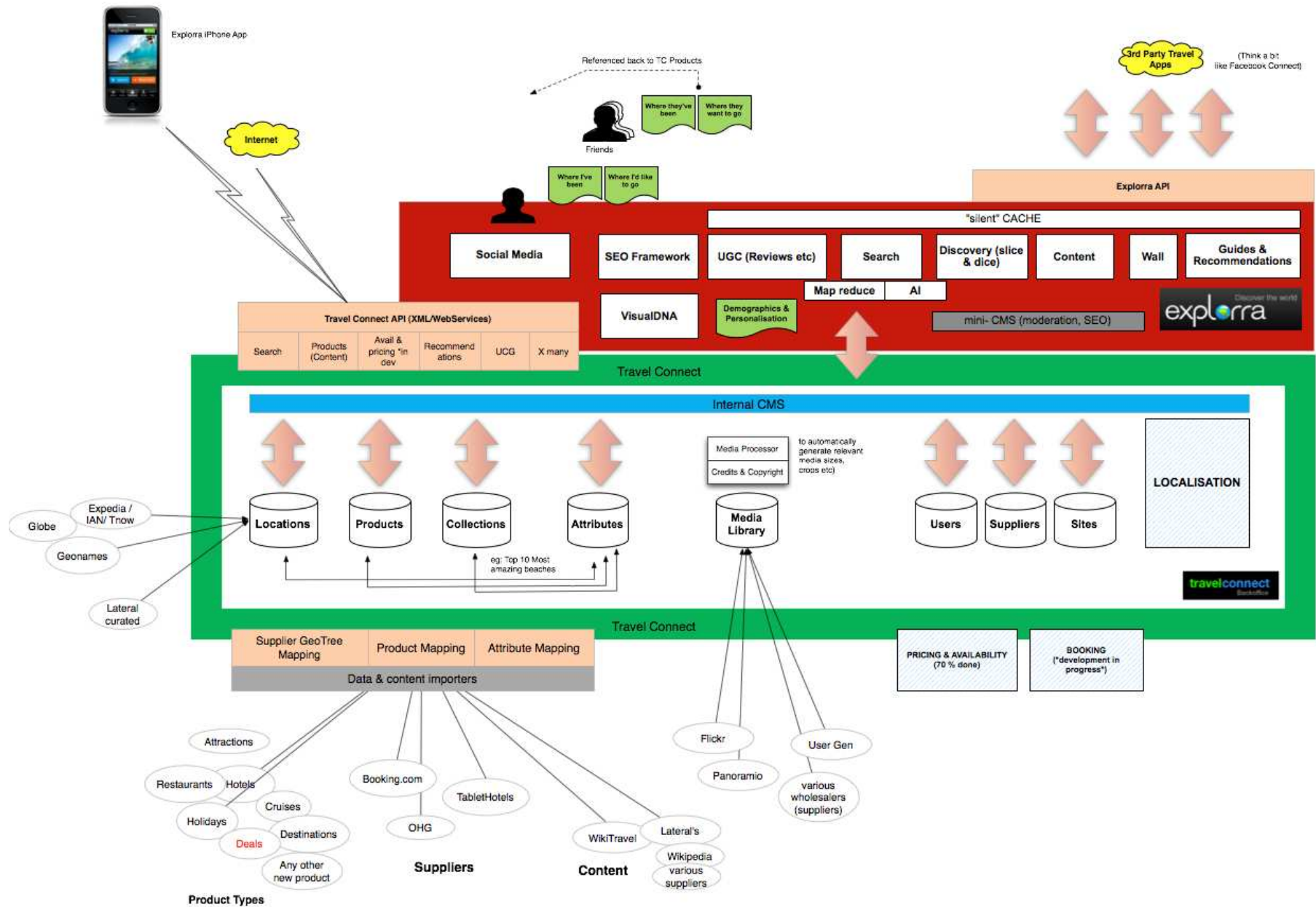
Far from the madding crowd, Marettimo is perfect for people looking for peace and quiet.



Levanzo

The smallest of the three Egadi Islands, for Grotta del Genovese, a cave with Neolithic paintings and Palaeolithic graffiti.

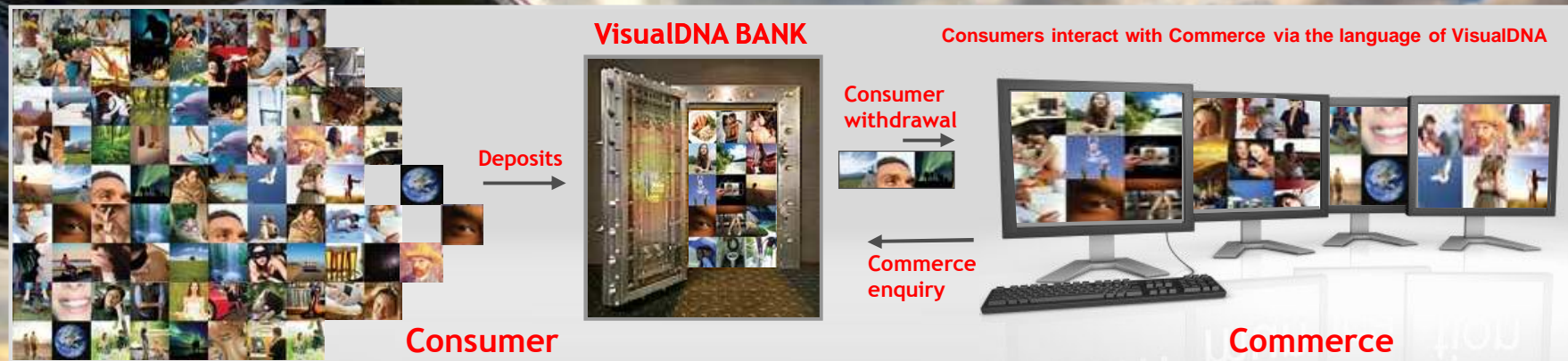




Visual DNA Profiling Technology

Imagini's mission is to use VisualDNA to understand all internet users and connect them with people, content and products they'll find useful.

"We are bankers and brokers". We store VisualDNA for millions of our users and we broker deals between them and the content that is relevant to them.





Visual DNA Profiling Technology

- Image based quizzes + inference tracking
- 20 million users profiled
- Partners such as: Mirror, LA Times, Match.com, NBA, Hotels.com, Lastminute.com, Pepsi, eHarmony, British Army, Explorra
- Advertising uplifts of 320%

Module measures user's VisualDNA

Process results to 3rd party brief

Match user to Imagini cluster

Format and send to 3rd party

cluster predicts user's likes

Imagini generates feedback

Imagini returns value to user

3rd party returns value to user

Ads return value to user

3rd party site is more valuable as ad inventory

Site gains users

Imagini gains users

Imagini tracks real-time behaviour

Ads gain clickthrough

Inventory can be brokered to well matched advertisers

Imagini learns from 3rd party

Imagini Learns from data

Imagini learns from user behaviour

Advertiser gets realtime reporting

3rd part learns from results

3rd accesses imagini insight

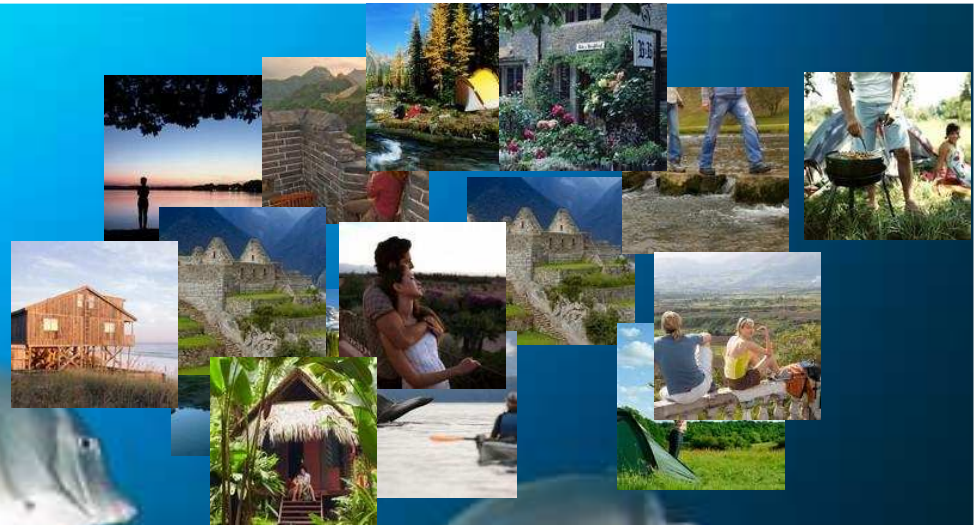
Module improves

Matching improves

User adopts imagini

Ad networks increase value of inventory

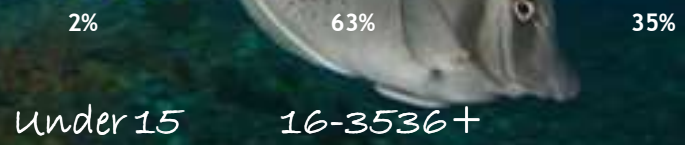
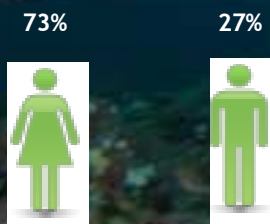
Nature Lovers



Description:
 The images in this cluster are all centred around the great outdoors – whether it is for a accommodation or eating. There are more boys than girls in this cluster and middle aged

Keywords:
 camping, outdoors, fresh air, budget, eco-friendly

Content recommendations:
 Walking boots, weekend hiking trip, whole foods.



VisualDNA Technology used by more than 15 million people

powered by Visual DNA

What makes a happy holiday for you?



Instructions: Select the image you like and you'll be automatically taken to the next step

What's your favourite landscape?



What do you like doing on holiday?



What's your "must see before I die"?



What's your kind of hotel?



What's your kind of food?



Where would you like to travel soon?



Who are you travelling with?



What's your budget?



Instructions: Select the Image you like and you'll be automatically taken to the next step

What age are you?



Filip is a True Romantic

TAKE the QUIZ!

As a True Romantic, for you holidays are all about spending magical one-on-one time with that special someone, finding the perfect secluded spot to steal a passionate kiss, heading off-the-beaten track to a special candlelit restaurant to whisper sweet nothings into each other's ears... For your next trip, you want maximum romance... Wherever you're headed, there's only one thing on your mind and that's love! Enjoy the moment, indulge yourself and remember, it's worth splashing out because these are trips that you'll look back on with fond memories for the rest of your life! ...



Filip's selected images are



Join Explorra.com

Your email address

Create new account

or use your Facebook account

 Connect with Facebook

Destinations based on Filip's VisualDNA:

All 1407 ↓

[List view](#) [Photo view](#) [Show on Map](#)

Page 1 of 59: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) >



St. Pete Beach

St. Pete Beach is perfect for a relaxing beach holiday, offering many activities to choose from.



Four Seasons Resort Ball At Sayan

Time was, travel to Bali was all about surf and sand, a classic beach-front island paradise. Lately, though, the savvy and crowd-shy travelers have set (...)



Kauai Island, Hawaii

An island will always make you think 'romance', but there is something special about this Hawaiian island.



Makena Beach (Big Beach), Maui

Maui's south shore is home to many extraordinary beaches and Makena Beach, also known as Oneloa Beach and "Big Beach," is undoubtedly one of the island's (...)





Thank You

ciprian.morar@lateral.ro

www.technologywithpassion.com

www.explorra.com