



ViSenze awarded accreditation from Infocomm Media Development Authority of Singapore

Singapore - Oct, 2017 - Artificial Intelligence pioneer, ViSenze is now officially IMDA accredited. The accreditation program, originally launched in July 2014, identifies promising and innovative Singapore based technology companies who exhibit high growth. The accreditation helps establish credentials and position accredited companies as qualified contenders to government and large enterprise buyers.

IMDA accreditation provides potential end users with the assurance of the accredited companies' product core functionalities and ability to deliver. To achieve accreditation, companies are evaluated rigorously on three aspects: Technical, Financial and Operations. The technical evaluation focusses on product assessment and covers performance, portability, security and reliability whereas financial and operations evaluation covers areas such as business sustainability, management, service delivery and support.

Established in 2012, ViSenze originated out of NExT, a leading research center jointly established between National University of Singapore and Tsinghua University of China. Today, the company has offices in US, UK, India, China and Singapore and provides artificial intelligence based visual recognition solutions to leading global retailers such as Rakuten, ASOS, Uniqlo and Interpark. For ViSenze, the accreditation is a recognition of the high service standards, robustness of its A.I. backed solutions, and the resilient business model the company has achieved, said Co-founder and Chief Executive Officer Oliver Tan.

In 2017, ViSenze has been awarded the Best AI Product in Retail by CogX London and recognized by Interbrand among the top global breakthrough brands on its Annual List. For more information, please reach out to enquiry@visenze.com