

## **SPH Magazines Launches Snappar, a Visual Search and Shopping Application Powered by ViSenze, Allowing Consumers to Easily Discover, Find, and Purchase Products Online**

*Leveraging ViSenze's AI powered Visual Commerce Platform, Snappar makes it easy to discover and shop for desired products using images*

**SINGAPORE - December 20, 2017** - SPH Magazines Pte Ltd, (SPH Magazines), today announced the launch of [Snappar](#), a mobile application for visual search and shopping powered by artificial intelligence company, [ViSenze](#). Leveraging ViSenze's AI powered Visual Commerce Platform, Snappar streamlines mobile shopping by making desired products easily searchable and available for purchase.

With Snappar, users can find a product online by capturing an image with their mobile device, or by uploading an existing image from social media. The app's visual search returns are delivered from the inventory of over 500 online retailers, covering millions of products, and immediately available for purchase directly within Snappar. Snappar streamlines mobile shopping by making desired products easily searchable and available for purchase by leveraging ViSenze's AI-powered visual commerce platform. See demo video here: <https://bcove.video/2BDjLIO>.

Features and capabilities of the Snappar mobile application include:

- Capture a photo of a product to instantly search and purchase it
- Upload an image of a product from a photo library or social media
- Save results to create a wishlist of desired products
- Product search returns are delivered from the inventories of over 500 online retailers

Mr Loh Yew Seng, CEO, SPH Magazines, said: "The Snappar app is another robust initiative by SPH Magazines to engage our readers. Snappar offers advertisers the first-mover opportunity to reach out to consumers at the very start of the purchase cycle. The partnership with ViSenze proves that we understand the needs and wants of our readers, and we are committed to make their shopping an experiential one."

Mr Oliver Tan, CEO and Co-Founder, ViSenze, said: "Snappar provides users with a one-stop experience as products can be found and purchased directly from a single application. We've already seen significant improvements in the way visual search has transformed online shopping experiences. This partnership with SPH Magazines reinforces the chorus in visual commerce becoming a mainstream shopping behaviour."

Snappar is available on iOS and Android devices. Download it free here:

<https://itunes.apple.com/us/app/snappar-visual-search-shop/id1292474858>

<https://play.google.com/store/apps/details?id=sg.com.sph.snappar&hl=en>

### **About ViSenze:**

ViSenze powers visual commerce at scale for retailers and publishers. The company delivers intelligent image recognition solutions that shorten the path to action as consumers search and discover on the visual web. Retailers like Rakuten and ASOS use ViSenze to convert images into immediate product search opportunities, improving conversion rates. Media companies use ViSenze to turn any image or video into an engagement opportunity, driving incremental revenue.

Venture-backed by Rakuten and WI Harper, ViSenze is built by web specialists and computer scientists with deep machine learning and computer vision experience. ViSenze has offices in US, UK, India, China and Singapore. For more information please visit: <http://visenze.com/>

## **About SPH Magazines**

A leading publisher in Singapore and the region, SPH Magazines Pte Ltd is a wholly-owned subsidiary of media organisation Singapore Press Holdings Limited.

With a proven track record for sterling editorial content, award-winning designs and creative solutions, SPH Magazines together with its subsidiaries, Blu Inc Holdings (Malaysia) Sdn Bhd, Blu Inc Media (HK) Limited and Blu Inc Media China, raise the bar as a dynamic publisher. In its stable are about 100 titles in the region, in English, Chinese and other languages, covering lifestyle, fashion, beauty, society, bridal, health, men's lifestyle, automobile, parenting, decor, new media and business. All the newsstand publications, including flagship title Her World, and other titles such as Female, Cleo, The Women's Weekly, Harper's BAZAAR, Cosmopolitan, The Peak, ICON, Home & Decor, Nuyou, Torque, Asia-Pacific Boating, AsiaSpa and LP Luxury Properties are among the highest-circulating titles and best-read in their respective lifestyle categories.

In addition, websites such as [herworldPLUS.com](http://herworldPLUS.com), [HardwareZone.com](http://HardwareZone.com) and [Luxury-Insider.com](http://Luxury-Insider.com) have extended its reach online, engaging readers with interactive content, capturing audience beyond print.

SPH Magazines' established editorial unit provides excellent custom publishing services to major corporate clients by producing custom lifestyle magazines, newsletters and other collaterals to meet their business needs. clickTRUE Pte Ltd, an associate company of SPH Magazines, is a Pay Per Performance online marketing company specialising in Online Media Planning, Search Engine Marketing and Optimisation, Web Analytics Consultancy and Landing Page Optimisation.

With a vision to continue regional growth, SPH Magazines is set to hold a leading position in publishing in Asia, with a presence in China, Hong Kong, India, Indonesia, Thailand, Malaysia, The Philippines and Vietnam.

As a Publisher of Choice, SPH Magazines aims to deliver the best to meet the diverse needs and interests of readers and advertisers.

Visit [www.sphmagazines.com.sg](http://www.sphmagazines.com.sg) for more information.