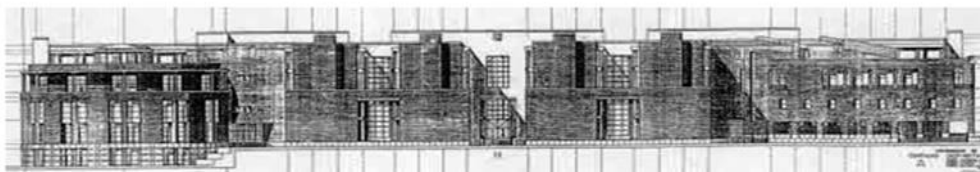




DEPARTAMENTO DE ELECTRÓNICA PROGRAMA DE POSGRADO



Mención Hacia la Excelencia (MEE -20110165)

CICLO CONFERENCIAS Y SEMINARIOS CURSO ACADÉMICO 2018-19

Dr. Roberto Arroyo Contera

Senior Computer Vision Scientist at Nielsen

25 de febrero de 2019

Hora: 17:00 a 19:00 h

Automated Item Coding using Computer Vision and Deep Learning.

In this presentation, we will introduce a new system developed by Nielsen to automate item coding for obtaining products information about ingredients, nutritional facts or logos, among others. The challenge in this project is to apply artificial intelligence to reduce repetitive work and enhance quality in data acquisition for market studies. In this specific case, the processed data are packaging images, so innovative computer vision techniques have been implemented for the automation of this system. Then, the information predicted by our deep learning models only has to be supervised, instead of completely manually introducing it by human operators. This workflow represents a transformation in the initial business idea for saving time and costs. In this regard, a 40 % of saved time is estimated with respect to manual coding, which was taking about 40 minutes per product in average.

Lugar de celebración: Sala reuniones 1 Dpto Electrónica.

DEPARTAMENTO DE ELECTRÓNICA

Incluida en la oferta de bonocréditos.