In an image-centric world, organizations can no longer afford to take a solely text-based approach to brand intelligence. Image recognition technology is the key to protecting, promoting, and boosting your brand in the visual age. By knowing who is posting your brand images and in what context, you can act quickly to shut down counterfeit sales, identify brand advocates and detractors and engage them in an open dialogue, and maintain your brand’s integrity in a visual world.

In LTU’s demo, discover how you can automatically detect brand logos in a live twitter feed simply by using image recognition technologies. You’ll see that image recognition can automatically detect what text analysis can’t find.