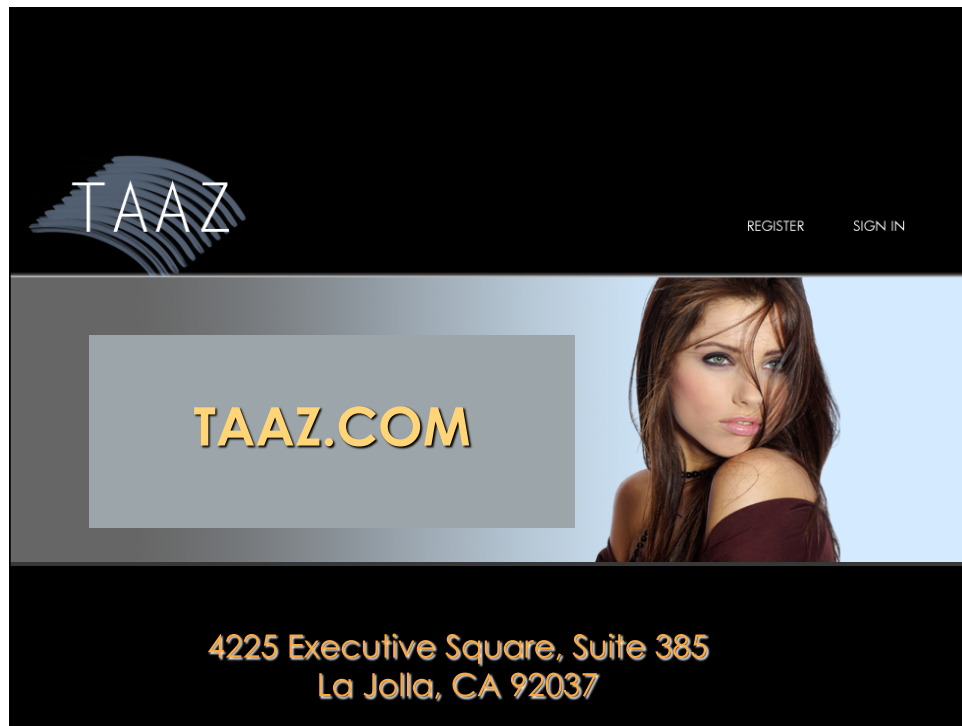
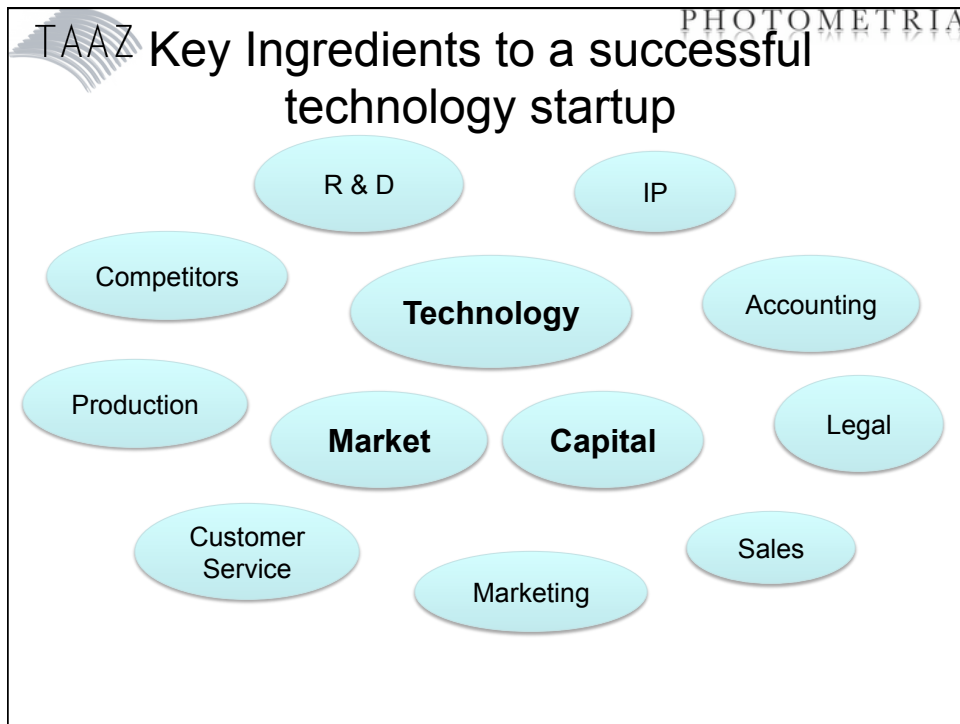






TAAZ PHOTOMETRIA

Some Computer Vision in TAAZ.COM

- Face recognition
- Modeling interaction of light with surfaces

The diagram illustrates the modeling of light interaction with surfaces. On the left, a face is shown with a sun icon above it. A normal vector $\hat{n}$ is shown, and the incident light direction is (θ_i, ϕ_i) . The camera direction is $(\theta_{out}, \phi_{out})$. On the right, a diagram shows a sun icon above a surface labeled "Dichromatic Material (skin)". The surface is shown with incident light rays and reflected rays, including both diffuse and specular components.

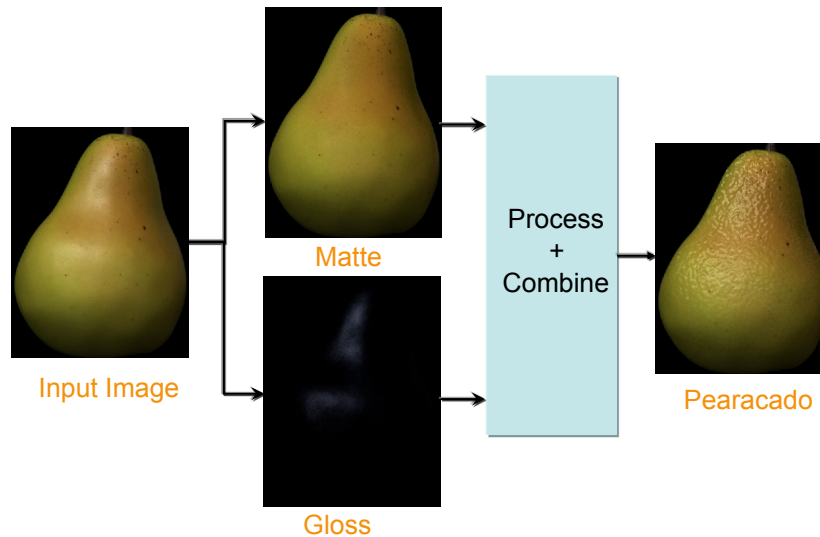
$$f(\lambda, \theta) = g_d(\lambda)f_d + g_s(\lambda)\tilde{f}_s(\theta)$$

$$\theta = (\theta_i, \phi_i, \theta_r, \phi_r)$$

Patent pending: "Method for Specularity Removal and Dichromatic Editing for Images and Video"

- Diffuse (matte) reflectance
- Specular (gloss) reflectance

Innovation: Matte / Gloss Separation



Example: Lip Gloss and Powder

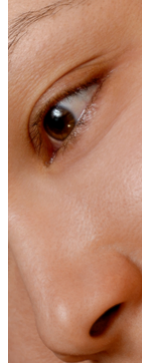
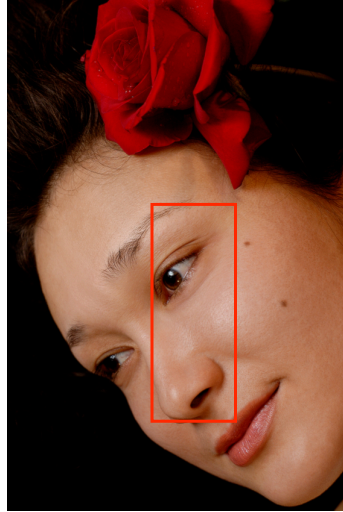


Before

TAAZ

PHOTOMETRIA

Example: Lip Gloss and Powder

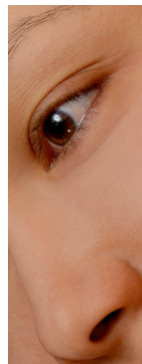
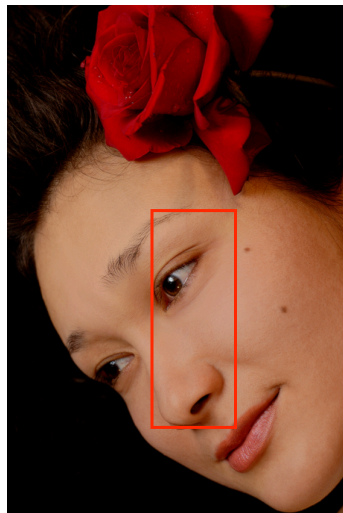


Before Powder

TAAZ

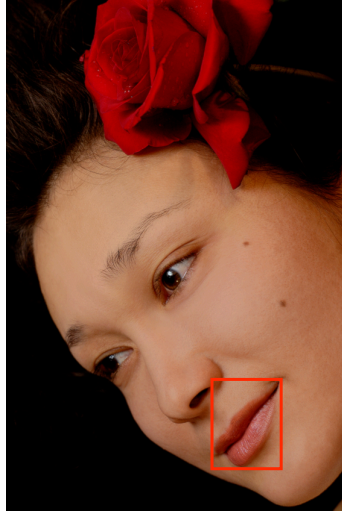
PHOTOMETRIA

Example: Lip Gloss and Powder



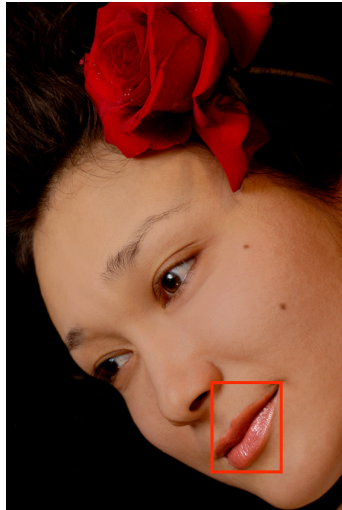
After Powder

Example: Lip Gloss and Powder



Before Lip Gloss

Example: Lip Gloss and Powder



After Lip Gloss

Example: Lip Gloss and Powder



Before

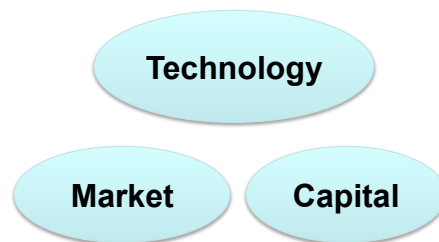


After Lip Gloss and Powder

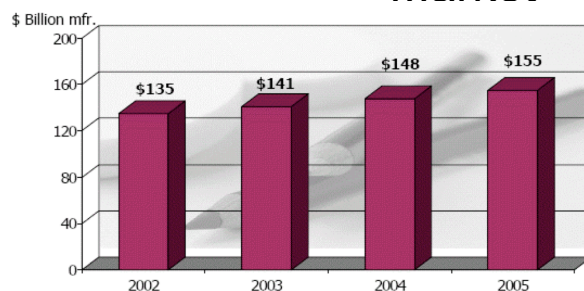
What we heard

- You've got a feature, but not a product
- You've got a product, but not a business
- You've got a business, but not a \$10M business.
- You've got \$10M business, but not \$100M business.

Key Ingredients to a successful technology startup



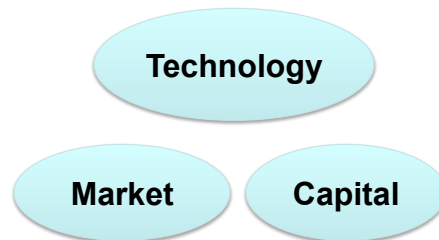
Market



Worldwide cosmetics
and toiletries market
-- Kline group

- Global vs. US
- Color Cosmetics, Hair, skin, fragrance
- Market Channels – Prestige, Mass, Direct, Catalog, online
- Why are consumers not purchasing color cosmetics online at the same rate as shoes, clothes, and books?
 - Books – 21% of sales online
 - Shoes and Clothes – 8% of sales online
 - Cosmetics – 4% of sales online (makeup, skincare, fragrance)
 - Women – fastest growing segment for online purchases

Key Ingredients to a successful technology startup

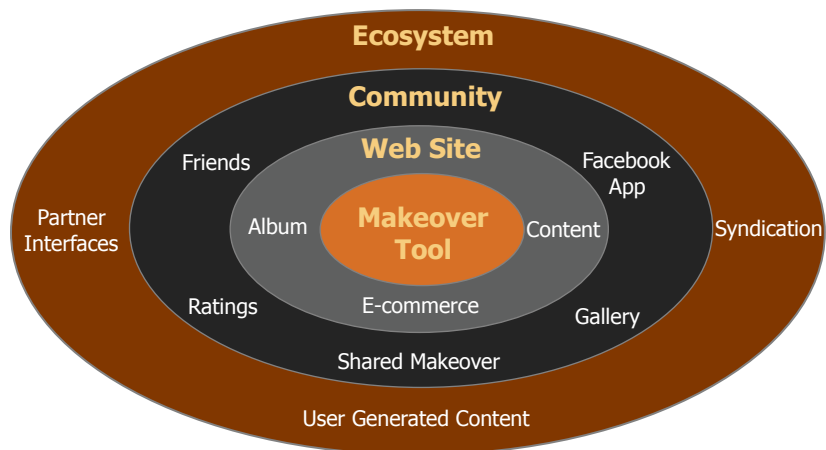


Capital

- Investors
 - Self
 - Friends & Family
 - Angel investors
 - Venture Capital
- Grants
- Revenue
- Careful spending

How do you make money online

From a tool to a site: taaz.com



TAAZ.COM Launch: March 18, 2008

Getting the word out

- Buy ads
 - Traditional Media (Newspapers, Magazines, TV, Radio)
 - Online – CPC, CPM
- PR
- SEO
- Conversations with users
 - Blogs
 - Facebook
 - Twitter
- Include viral/community/ownership mechanism in site
 - Email to friends
 - Share on facebook, myspace
 - Community, pride,

"A new website can give you a new look. It's *fast, free* and women all over the world are trying out the latest fashions on their faces." - *CBS 8 NEWS*

gorgeous new you!

3 trends we hope won't go away

3 trends we wish would

Photo Finish

■ Sitting at the cosmetics counter for a makeover can leave even an extrovert feeling sheepish. But you can revamp your looks in private at [taaz.com](#)—just upload a digital photo of yourself to start playing with the site's broad palette of hair, face and makeup shades. O's editor at large, Gisle King, recently gave it a whirl. And the most fun? Tweaking photos of your favorite celebrity, your kid, or your husband. Go on, a little eyeliner never hurt anyone.

GAYLE BEFORE

GAYLE AFTER

"Tech Expert Brett Larson takes you to a **virtual world** where just about *any* makeover is possible."

-*Good Day New York*

Blog mentions

- Mentioned in over 1,700 blogs
- "I am blown away by my latest find—never have I found a better simulator; it applied my makeup flawlessly!" - [trendhunter.com](#)
- [fantaaztic.blogspot.com](#) - the unofficial TAAZ fan site
- **"Warning:** this website is *highly* addictive, and is likely to consume large amounts of your time and inspire massive makeup shopping sprees." - [glossypink.com](#)

• Youtube videos, MySpace, Facebook, Tutorials in different languages

"**TAAZ** is absolutely *fabulous*. It's a lot smarter and more powerful than pay software I've demoed, the product suggestion feature is **genius**..., and everything *girl* and *geek* in me thinks **TAAZ** is just plain fun to use." [www.sophistechate.com](#)

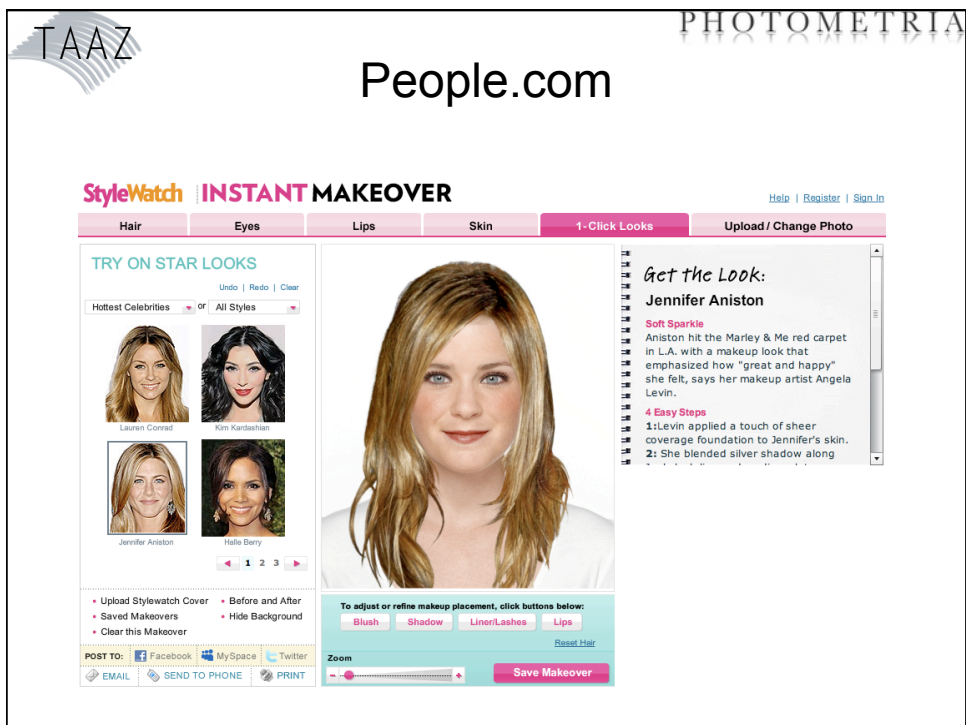
2008 BEST Beauty TRENDS

GENUINE SELF YOU AT YOUR BEST

wish

THE OPRAH MAGAZINE

Partners



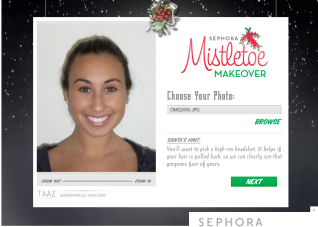
TAAZ

One Click Look
Taaz and Sephora

Concept:

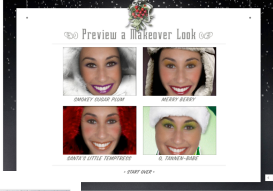
- Developed to live in creative interactive design concept, i.e. viral campaign for 2008 Holiday Season
- Sephora selected and created 4 makeup or hairstyle looks for the holiday season (Smokey Sugar Plum, Merry Berry, Santa's Little Temptress and O, Tannen Babe)
- Users were able to upload a photo and apply the selected look to the photo with one click
- Call to action/Tout: "Upload your photos and try more looks at TAAZ.com" or "Buy these products at www.sephora.com"

PHOTOMETRIA

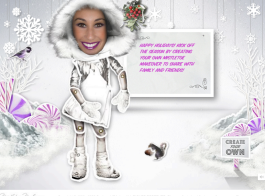


SEPHORA

One click look then applied to segmentation



SEPHORA



SEPHORA

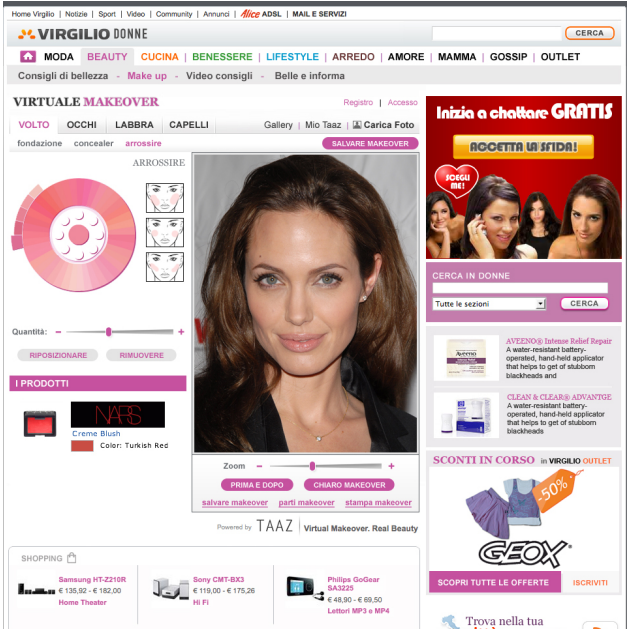
Send a friend viral component with site call to action

Editor offer photo upload and segmentation

TAAZ

Virgilio

PHOTOMETRIA



14

How are we doing?

TAAZ.COM

- visits per month 1-2M
- Time on site: 19 Minutes
- Bounce rate: < 20%
- Photos uploaded: > 10M

Partners

- Media
- Brands
- Retailers

- Analytics
- Focus groups – talk to customer
- Worldwide
- How does advertising work
- Align incentives