



# PICSCOUT VISUAL API

Empowering You With  
Advanced Visual Technology

PicScout's Visual API is designed to help you better understand and analyze image content.

Our pioneering image recognition technology is based on deep learning research and offers a wide range of capabilities. Our user-friendly API is flexible, scalable and affordable, available as both REST and on premises.

## Wide Range of Capabilities



### Facial Recognition

Find specific people within large image collections, including celebrities and brand ambassadors

[api.picscout.com/v2/q?key=<api>&Url=<Url>&fieldid=faceRecognition](https://api.picscout.com/v2/q?key=<api>&Url=<Url>&fieldid=faceRecognition)



### Demographics & Facial Search

Identify faces, search for similar faces, and obtain demographic data from your visual content

[api.picscout.com/v2/q?key=<api>&Url=<Url>&fieldid=demographics](https://api.picscout.com/v2/q?key=<api>&Url=<Url>&fieldid=demographics)  
[api.picscout.com/v2/q?key=<api>&Url=<Url>&fieldid=facialSearch](https://api.picscout.com/v2/q?key=<api>&Url=<Url>&fieldid=facialSearch)



### Image Tagging

Automatic tag suggestions help you quickly organize, manage and search your visual content

[api.picscout.com/v2/q?key=<api>&Url=<Url>&fieldid=imageTags](https://api.picscout.com/v2/q?key=<api>&Url=<Url>&fieldid=imageTags)



### Visual Search

Search for content by visual similarities, where results include identical and/or similar images

[api.picscout.com/v2/q?key=<api>&Url=<Url>&fieldid=visualSearch](https://api.picscout.com/v2/q?key=<api>&Url=<Url>&fieldid=visualSearch)



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# How Can You Use PicScout Visual API?



## Organize and clean large image collections

Visual Search helps users find identical images and remove unwanted content: ideal for DAM and media companies. Suggested auto-tagging also eliminates manual keyword tagging.



## Help customers find user-generated content, visually

Visual Search improves customer experience on auction sites and classifieds forums.



## Improve customer experience on your eCommerce site

Visual Search helps customers find products by visual similarities.



## Sharpen your targeted advertising with visual demographic data

Widen your brand appeal in malls and other retail outlets with targeted marketing content based on real-time visual demographic data.



## Show off your visual content with ease

Manage large photography collections with suggested auto-tagging, demographic and facial search, and facial recognition. Visual search helps present new and different content to potential clients.



## Increase the accuracy of your security system

Facial recognition helps monitor suspects and used as a method of authentication and verification.

