



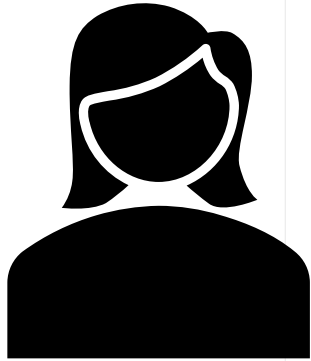
# Competitive Intelligence for Innovation Decision Makers



**Innosabi Insight**

## COMPETITIVE INTELLIGENCE

### Need



Business Manager  
Marketing Analyst  
Patent Analyst  
Consultant

We need to analyze the market conditions and the **competitor's** activities to determine how products and services need to evolve, and thus reduce the risks related to a project.

We need to **monitor** our ecosystem and **understand** our strengths and weaknesses.

## COMPETITIVE INTELLIGENCE

# Create your known ecosystem

Bookmark competitors, partners and companies of interest

The screenshot displays the Orbit Innovation platform interface. At the top left, the logo "Orbit Innovation" is visible. The main header area has an orange background with the text "Big picture thinking to come up with ideas, solutions & opportunities". Below this, there's a search bar with the placeholder text "Enter concept (biomarker, autonomous vehicle,...) or organisation (Facebook, ...)".

On the left side, there's a "Last searches" section with a list of search queries: "insights on algae (or microalgae, micro algae, ...)", "insights on additive manufacturing (or 3 ...)", "insights on skin (or dermis, epidermis, cutaneo...", "insights on Electronic textiles (or e-textiles...", and "insights on artificial intelligence (or machi...". Below this is a "My Searches" button.

In the center, there's a list of "Organizations" with the following entries:

- L'Oréal (Clichy - HQ) - Add to bookmarks
- L'Oreal Recherche (L'Oréal Clichy) - Add to bookmarks
- L'OREAL USA (L'Oréal New York) - Add to bookmarks
- L'Oreal - RESEARCH CENTER KAWASAKI (L'Oréal Kawasaki, Shi Kanagawa-Ken) - Add to bookmarks
- Laboratoire De Recherches De L'oreal-Lan... (L'Oréal Cheville-larue) - Add to bookmarks
- L'Oréal Recherche (L'Oréal Pudong - Shanghai) - Add to bookmarks

On the right side, there's a "Company profiles" panel. It features a search bar with the text "oreal" and a filter section with options: "It's my company", "Competitor", "Partner", "M&A interest", and "Follow up". Below the filters, there's a list of company profiles: AmorePacific, Coty, LVMH, CHANEL, and Shiseido. Each profile has a circular icon and a three-dot menu button.

A red circle highlights the "Add to bookmarks" button for the first organization, and a black arrow points to the search bar in the "Company profiles" panel.

## COMPETITIVE INTELLIGENCE

# Qualify organizations' of interest

Assign labels to your competitors, partners and companies of interest

The screenshot displays the 'Company profiles' interface of the innosabi platform. On the left, a list of organizations is shown, including L'Oréal, L'Oréal Recherche, L'OREAL USA, L'Oréal - RESEARCH CENTER KAWASAKI, Laboratoire De Recherches De L'oréal-Lan..., and L'Oréal Recherche. Each entry includes a logo, name, and location. A 'Manage' dropdown menu is open for the first L'Oréal entry, showing options like 'Classify' and 'Remove from bookmarks'. On the right, a detailed view of a company profile is shown, with a search bar containing 'oreal' and filter buttons for 'It's my company', 'Competitor', 'Partner', 'M&A interest', and 'Follow up'. A dropdown menu is open for the 'Classify' button, showing the same filter options. The main list of company profiles includes entries for Coty, LVMH, L'Oréal, CHANEL, Kao Corporation, Panasonic, and Shiseido, each with a classification icon and a menu button.


Company	Classification	Menu
L'Oréal	It's my company	...
L'Oréal Recherche	Competitor	...
L'OREAL USA	Partner	...
L'Oréal - RESEARCH CENTER KAWASAKI	M&A interest	...
Laboratoire De Recherches De L'oréal-Lan...	Follow up	...
L'Oréal Recherche	It's my company	...
Coty	Competitor	...
LVMH	Partner	...
L'Oréal	M&A interest	...
CHANEL	Follow up	...
Kao Corporation	It's my company	...
Panasonic	Competitor	...
Shiseido	Partner	...

## COMPETITIVE INTELLIGENCE


# Develop a search strategy

Define your search query to obtain an accurate landscape of your market segment.

Big picture thinking to come up with ideas, solutions & opportunities

 Enter concept (biomarker, autonomous vehicle,...) or organisation (Facebook, Samsung,...)

SMART ▾

 GO!

smart mirror

Add suggestions 10

Add concept

COMPETITIVE INTELLIGENCE

Refine your search query

Find synonyms and/or specific terms to improve your search.

Web contents are a great source for non technical topics.

Data Screening

Title	T...	URL	Organisation
User-Guiding Makeup Mirrors : Amiroh smart mirror	html	https://www.trendhunter.com/trends/amiroh-smart-mirror	Trend Hunter
Experience-Driven Beauty Pop-Ups : Sephora's Latest Activation	html	https://www.trendhunter.com/trends/sephoras-latest-activation	Trend Hunter
Magic mirror, Monster mirror, perhaps too expensive to say I love you - SANPEI VENTU...	html	https://www.sanpeiventures.com/magic-mirror-monster-mirror-perhaps-...	SANPEI VENTURES
Coty peers into retail's future with blended-reality mirror   Marketing Dive	html	https://www.marketingdive.com/news/coty-peers-into-retails-future-with-...	Marketing Dive
IoT in 2019: five key predictions	html	https://www.ternplc.com/iot-in-2019-five-key-predictions	Tern
Search Result: cloud - PCCW Solutions	html	https://www.pccwsolutions.com/site/en/search/cloud	PCCW Solutions
France - G20 Intel	html	https://www.g20intel.com/france/	G20 Intel

TRENDSHUNTER  
CREATE THE FUTURE

CONTENT

TOOLS

ADVISORY

KEYNOTES

EVENTS

ABOUT

LOG IN

ALLFASHIONTECHLIFECULTUREDESIGNADSBUSINESSECOGOODLUXURYBIZARREKEYNOTES

User-Guiding Makeup Mirrors

Previous Set of Related Ideas

App Store-Connected Mirrors

Smart Shopping Mirrors

Customizable Smart Mirrors

Connected Skincare Mirrors

Android-Powered Mirrors

Find better ideas, faster with premium content & special access to 300,000 ideas

COMPETITIVE INTELLIGENCE

# Refine your search query

Define your search query to obtain an accurate landscape of your market segment.

smart mirror

Add suggestions 10

Add concept

+ mirror display

+ intelligent mirror

+ smart glass

+ electronic appcessory

+ electronic clothes

+ smart tv

+ mirror view

+ electronic tattoo

+ electron garment

+ electronic necklace

smart mirror

Add suggestions 9

intelligent mirror

connected mirror

Concepts

connected mirror

smart mirror

Add suggestions 9

2 more...

powered mirror

camera mirror

customizable mirror

Add concept

AND

cosmetics

Add suggestions 10

beauty

makeup

Add concept

COMPETITIVE INTELLIGENCE

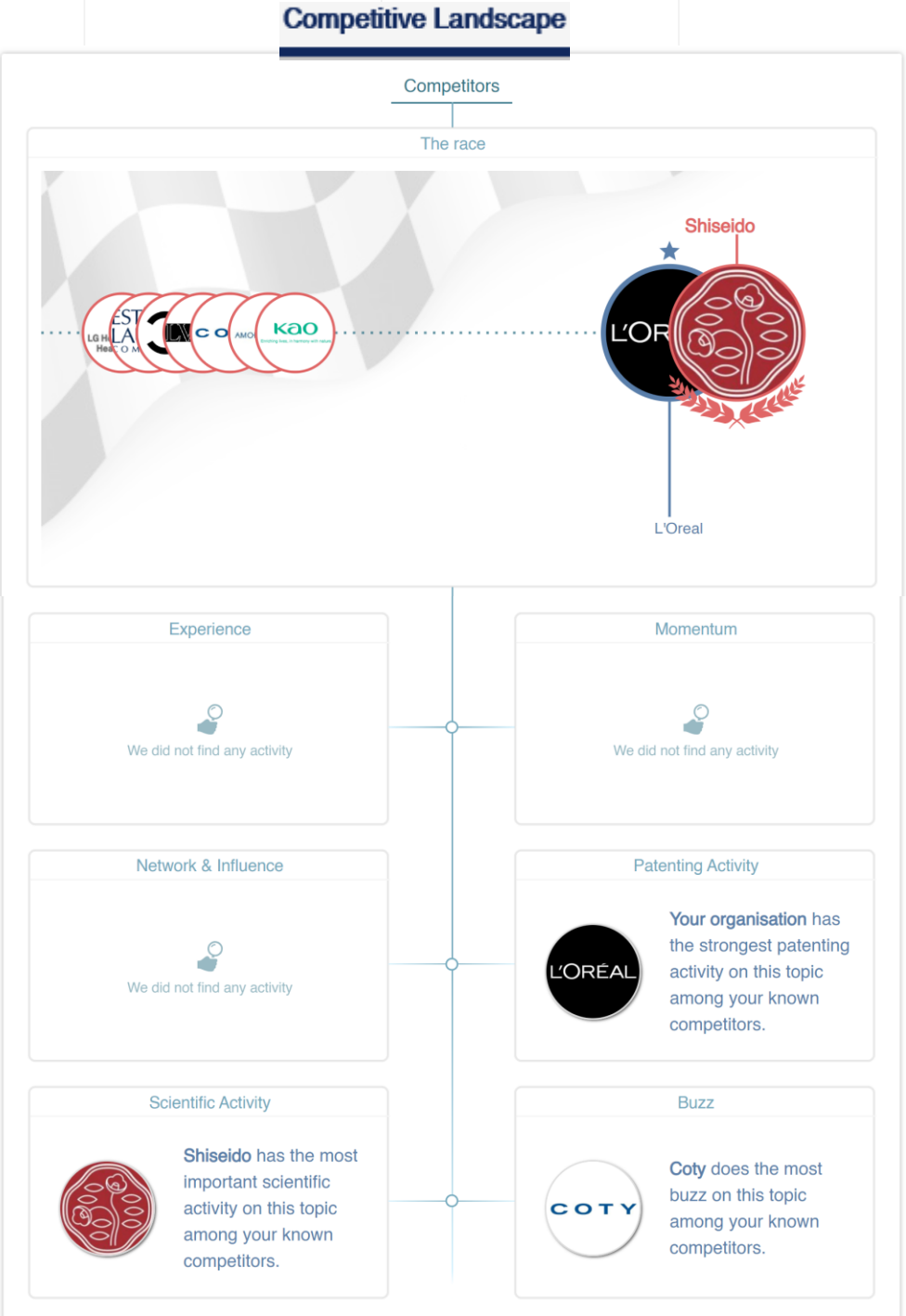
Compare

Our unique expertise in evaluating patents and scientific works, associated with information coming from media and Internet, allow for easy positioning of every company in the competitive race.

*Shiseido and L’Oréal are largely ahead, Shiseido due to its scientific activity and L’Oréal based on its patents.*

*Coty is gaining position as the topic takes precedence for the company through its website.*

*Competitors do not use collaboration yet.*



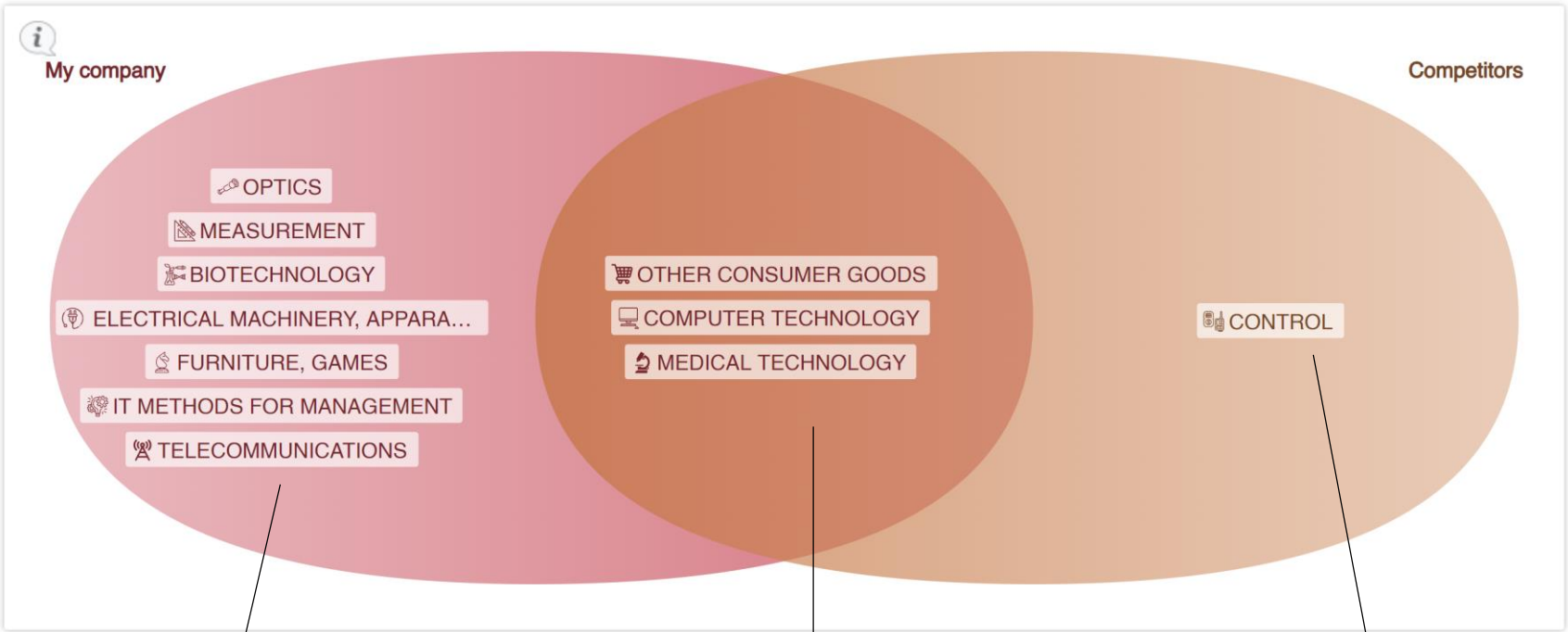


COMPETITIVE INTELLIGENCE

Compare

Focusing on patents, we determine what technical fields are covered solely by our company, those that are in common and what is only investigated by competitors.

Patent classification codes are used to identify the technical fields, in association with a Venn diagram allowing to put the technology areas into perspective.



*L'Oréal owns inventions and know-how about communications means, databases and sensors, embedded in a mirror.*

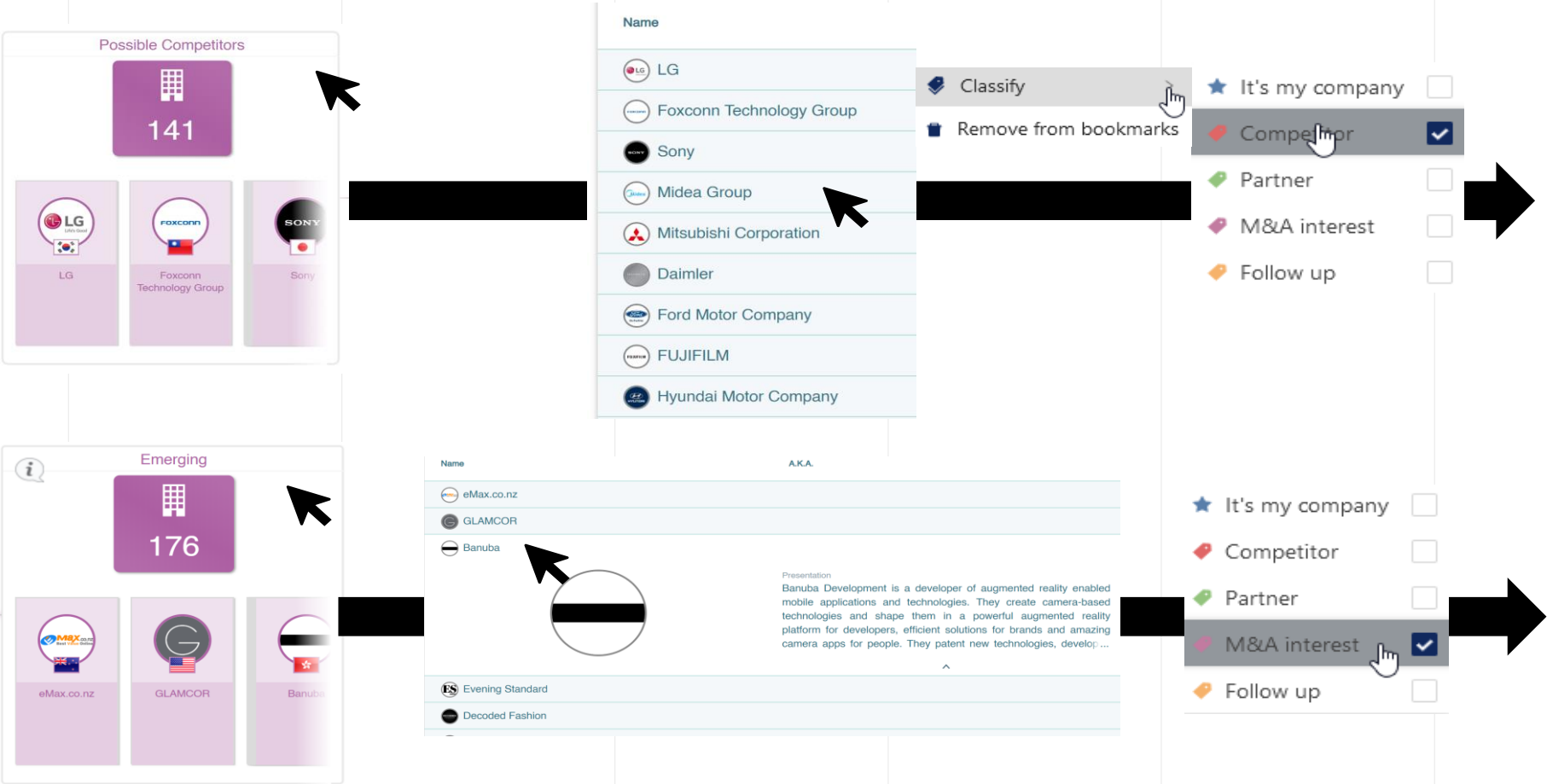
*The competitive set of players is working on hardware and treatment associated to mirror.*

*L'Oréal doesn't work on control means of the mirror, which could be a risk.*

COMPETITIVE INTELLIGENCE

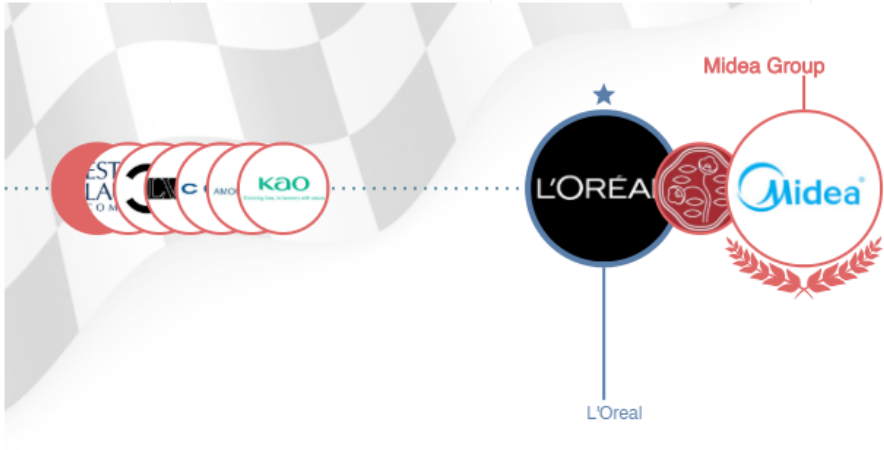
Compare

Enhance your competitive landscape with added accuracy.

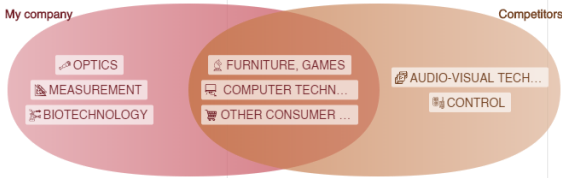


COMPETITIVE INTELLIGENCE

Understand



Why are Midea and Shiseido ahead?



What technical evolutions are missed by our company?

Buzz

Coty does the most buzz on this topic among your known competitors.

What products are we missing?

COMPETITIVE INTELLIGENCE

Understand

Why Shiseido

Experience

Momentum

Network & Influence

Patenting Activity

Scientific Activity

Buzz

Shiseido has no significant experience on this topic.

Shiseido seems to lose interest in the topic.

We did not find any activity.

IP activity of Shiseido on the topic is limited.

Shiseido has moderate scientific activity on the topic.

Shiseido communicates on this topic on their website.

Shiseido has dated experience on makeup simulation and skin imaging systems.

But with the recent acquisition of Giaran, they have advanced knowledge on augmented reality with additional competencies in AI.

innosabi empowering what’s next

2 inventions of interest				Main concepts
Patent num...	Title	Owner & co...	Publication...	
EP1975870 ...	Makeup simulation system, makeup simulation device, makeup simula...	Shiseido	2007-01-12	COMMODITY SALE COLORING COLOR SATURATION COLOR PAINTING PROCESSING COLOR PAINTING MAP PROCESSING COLOR PAINTING MAP GENERATING COLOR PAINTING MAP BLURRING CONTOUR CLASSIFICATION AMP BLUR PROCESSING ACTIVEX VIEWER ANALOG CAMERA BRIGHTNESS CAMERA CHEEK MAKEUP CHEEK PROCESSING UNIT COATING STRENGTH COLOR MAKEUP COLOR MAP COLOR STRENGTH COLORED IMAGE COLORED THREAD COMPARISON SCREEN
WO2009114...	Terminal device applied for make-up simulation	Shiseido	2008-07-16	

Extended range near-infrared imaging of water and oil in facial skin.

Type : Journal Article / Reviewed

Publication date: 2011

Base: Medline

Language: English

Full text link: <http://www.ncbi.nlm.nih.gov/p...>

Author

MARIKO EGAWA

Motohiro YANAI

Kumiko Kikuchi

Yuji Masuda

Affiliations

Shiseido

Abstract

Recently, near-infrared (NIR) imaging has been applied to detecting changes in skin hydration using the water OH band centered near 1460 nm. However, assigning changes in the intensity of the OH band near 1460 nm to changes in the skin's water content is complicated. Consequently, detection of small changes in facial skin water content is difficult. For highly sensitive imaging of facial skin water and oil, a near-infrared unit with a large detection range that includes the CH(3) and CH(2) stretching vibration modes at 1700-1800 nm and the strongest water bands centered near 1920 nm is required. In this study, an extended range indium gallium arsenide near-infrared camera was combined with a diffuse-illumination unit specifically developed for facial skin analysis. Images of water and oil in facial skin were obtained in real time using a combination of interference filters, such as 1950 ± 56 nm for water OH, 1775 ± 50 nm for oil CH, and 1300 ± 40 nm for background reflections. Clear near-infrared images were obtained with little mirror reflection. The water and oil content of facial skin could be evaluated even around the eyes, nose, and sides of the cheeks, which are areas that are difficult to analyze using current commercial devices. Differences were detected in the time-dependent changes of water and oil content in facial skin images obtained after the application of different types of moisturizer. The distribution of both water and oil in the facial skin could be visualized at the same time, and the images could be used to evaluate skin type and skin conditions.

Keywords

Adult ; Cosmetics ; Diagnostic Imaging ; Emulsions ; Face ; Female ; Humans ; Oils ; Photography ; Reproducibility of Results ; Skin ; Skin Physiological Processes ; Spectroscopy, Near-Infrared ; Water ;

Title
Secrets Behind "TeleBeauty," the Auto-Makeup App for Working Women   Shiseid...
Shiseido Americas Acquires Giaran, Inc.   News Release   Shiseido group website
Mariko Nishimura (Representative, HEART CATCH Inc.) × Michio Iwaki (Represen...
<a href="https://www.shiseidogroup.com/ir/pdf/ir20171108_426.pdf">https://www.shiseidogroup.com/ir/pdf/ir20171108_426.pdf</a>

**2. About Giaran** —Obtaining AI Technologies and Expertise in Individualized Beauty Customization—

Founded in 2016 as a spinoff from Northeastern University's Synergetic Media Learning Laboratory by scientist and world-renowned AI expert Raymond Fu, Giaran is powered by AI technology, such as computer vision, big data, and augmented reality, and creates novel algorithms of deep learning, data mining, and predictive modeling. Current technology within Giaran includes Makeup Virtual Try On, Tutorials, Color Matching, Personalized Recommendations, Makeup Removal, Face Tracking, and Skin Tone Detection. The technology can be used across mobile, tablet and desktop as well as through a smart mirror powered by full HD augmented reality.

COMPETITIVE INTELLIGENCE

Understand

Why Midea Group

Experience

Midea Group has no significant experience on this topic.

Momentum

Midea Group is interested in the topic right now and they're accelerating.

Network & Influence

We did not find any activity.

Patenting Activity

IP activity of Midea Group on the topic is limited.

Scientific Activity

Midea Group's scientific activity on the topic is low.

Buzz

We did not find any activity.

5 inventions of interest

Patent num...	Title	Owner & co...	Publication
CN1093159...	Bathroom beauty makeup mirror and camera for bathroom beauty ma...	WUHU MIDEA K	2017-07-31
EP3462284 ...	Control method, controller, intelligent mirror and computer readable st...	Midea Group...	2017-06-12
CN1072803...	Control method, control device, intelligent mirror and computer readab...	Midea Group...	2017-06-12
CN2085507...	Bathroom is beautiful to be made up mirror and is used for beautiful c...	WUHU MIDEA K	2017-07-31
CN1087841...	Intelligent bathroom mirror and control system and method thereof	WUHU MIDEA K	2017-04-28

Main concepts

BATHROOM MIRROR MAKEUP MIRROR  
INTELLIGENT MIRROR  
INTEGRATED MODULE  
OPTICAL SCAN  
USER PRIVACY  
CAMERA  
BODY BEAUTY  
MAKEUP  
MIRROR SURFACE  
CONTROL  
HUMAN FACE IMAGE  
MASTER CONTROL BOARD  
BEAUTY  
BATHROOM BEAUTY  
BATHROOM BEAUTY MIRROR  
BATHROOM BEAUTY RELIABILITY  
BATHROOM CAMERA

Claims

(EP3462284)  
1. A control method, for controlling a smart mirror, the smart mirror comprising a camera, the control method comprising: controlling the camera to capture a current user; determining whether the current user is a registered user; controlling the current user to log in to the smart mirror when the current user is a registered user; and controlling the smart mirror to generate interaction with the current user and output interactive information according to an input of the current user.

Family

Country	Date	Status
US	2019-05-02	Pending
JP	2018-12-20	Pending
KR	2019-03-06	Pending
EU	2019-07-17	Pending
CN	2018-03-20	Pending

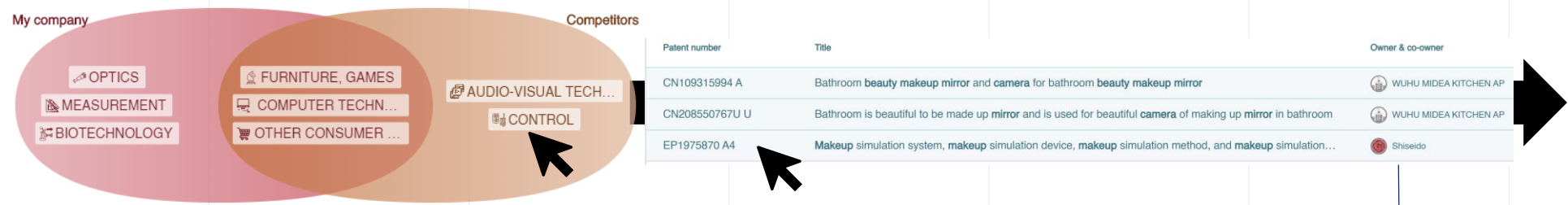
Midea is the newcomer, focusing on patents and trying to get broad claims on control. For example, smart mirrors in the bathroom.

Risk: They are obtaining rights on topics not covered by L'Oréal.

innosabi empowering what's next

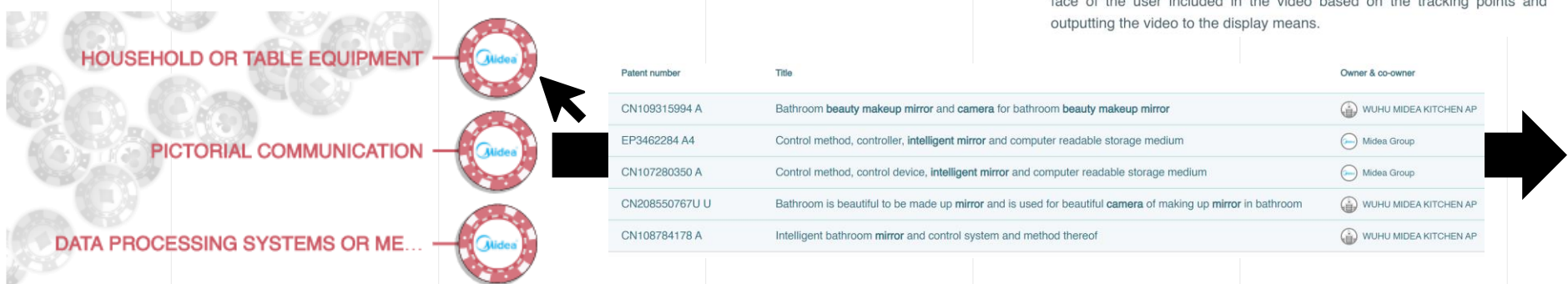
COMPETITIVE INTELLIGENCE

Understand



The product development needs to be careful with face recognition and control systems to recognize the user, as it has been protected by Midea and Shiseido. They will need to design around this and find alternative methods.

Claims  
(EP1975870)  
1. A makeup simulation system applying makeup to a video having an image of a face of a user captured thereon, characterized by: image capturing means for capturing the image of the face of the user and outputting the video; control means for receiving the video output from the image capturing means, per forming image processing on the video, and outputting the video; and display means for displaying the video output from the control means, wherein the control means includes face recognition means for recognizing the face of the user from the video based on predetermined tracking points; and makeup processing means for applying a predetermined makeup on the face of the user included in the video based on the tracking points and outputting the video to the display means.

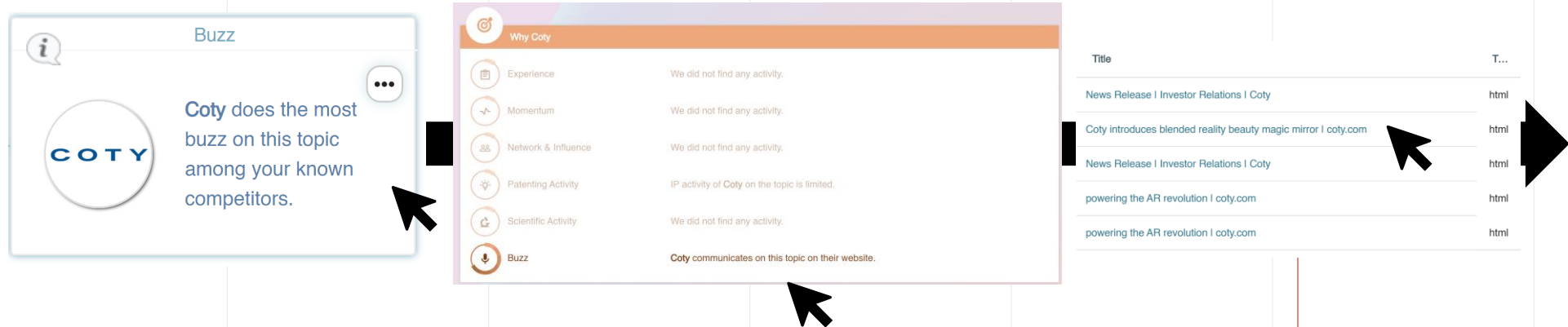


Midea is taking a disruptive innovation pathway with control means for the camera included in the mirror body.



## COMPETITIVE INTELLIGENCE

# Understand



*While Coty does not have any R&D marker about the smart mirror, information has been found that unveils a blended reality beauty Magic Mirror with augmented reality (AR) makeup try-on experience.*

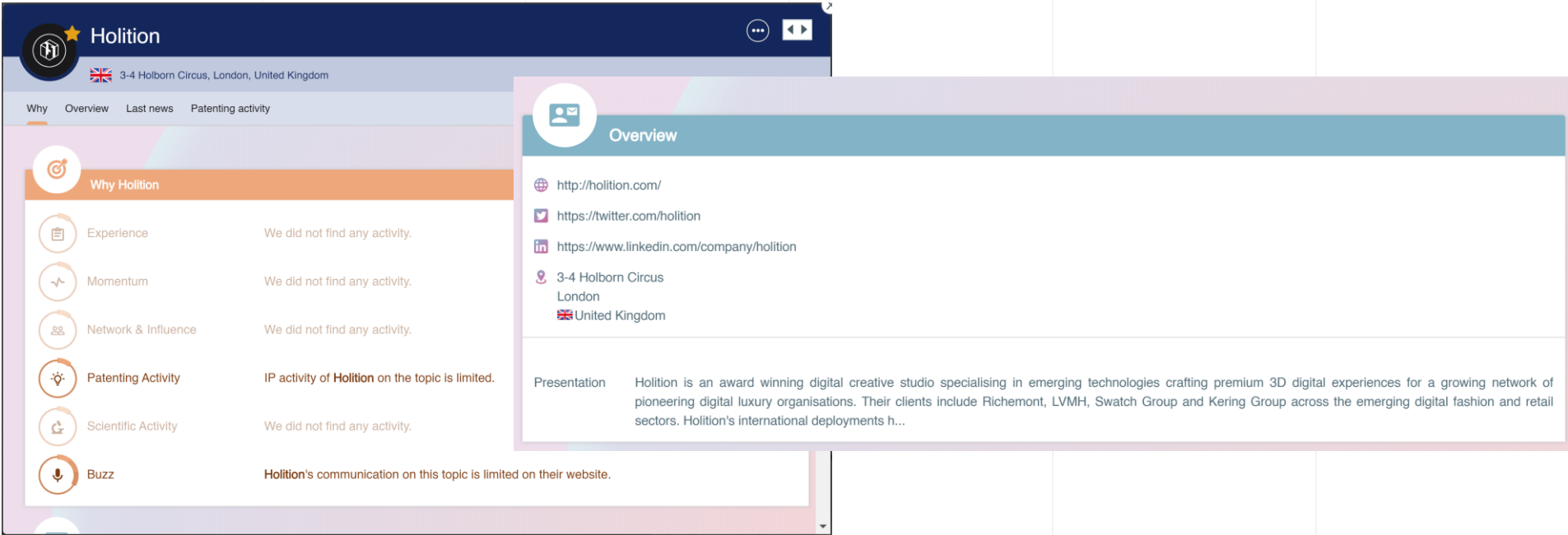
*We learned that The Magic Mirror was developed by Coty in collaboration with Holition and PERCH.*



COMPETITIVE INTELLIGENCE

Understand

Every time an unknown company appears in the analysis, Orbit Insight gives the possibility to uncover and determine the profile of the newcomers.



Holition owns patents and seems to be active on the subject, while not being linked to a specific cosmetics company. It has potential to become a partner to mitigate lag in the development of a smart mirror.



COMPETITIVE INTELLIGENCE

Report

The search query can be saved and ran again periodically to monitor the evolution in the race.

I'm looking for insights on **smart mirror** (or intelligent mirror, connected mirror, powered mirror, camera mirror, customiz...

BOOST ON

This search is saved

History & saved searches

insights on **smart mirror** (or intelligent mirror, connected mirror, powered mirror, camera mirror, customiz...

...

insights on **thermal interface material** (or Thermal paste, Thermal conductive compound , Thermal adhesive, Thermal gap filler , Therm...

...

insights on **protein degradation** (or protein turnover, degran) and also **biotechnology** (or genetic engineering, eukaryotic cell) (bo...

...

insights on **desalination** (or desalinization, desalting) and also **seawater** (or sea water, saltwater, salt water, saline water) (both singular an...

Run

Edit

Remove

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## COMPETITIVE INTELLIGENCE

# Watch your Ecosystem

What is the latest news? The latest funding or M&A? The last patents filed or collaborations that are taking place?... Get **competitive insights** automatically and receive weekly or monthly directly in your mailbox

The image displays the Orbit Insight dashboard and a detailed view of the Insight Feed. The dashboard on the left features a search bar with the placeholder text "Enter concept (biomarker, autonomous vehicle,...) or organisation (Facebook, Samsung,...)". Below the search bar, there are sections for "Last searches" and "Last news". The "Last searches" section lists several queries: "insights on lidar (or laser scanner, photoelectr...", "insights on MRNA vaccine (or Messenger ...", "insights on artificial intelligence (or machi...", "insights on artificial intelligence (or machi...", and "insights on biomarker". The "Last news" section lists several news items: "DefinedCrowd CEO Daniela Braga on the futu owly - Lisa Stiffler - 13 Mar 2021", "Interview with Buck Jordan, Miso Robotics - socalltech.com - Benjamin F. Kuo - 5 Mar 2021", "Deloitte to launch AI Institute initiative in Cana bit.ly - Isabelle Kirkwood - 3 Mar 2021", "Peak AI nabs \$21M for a platform to help non-divr.it - Ingrid Lunden - 17 Feb 2021", "Miso Robotics Equity Crowdfunds \$17M, Exter thespoon.tech - Chris Albrecht - 26 Jan 2021", "ServiceNow closes US\$230-million acquisition divr.it - Sean Silcott - 15 Jan 2021", and "What Most People Don't Understand About AI".

The "Insight Feed" window on the right shows a list of news items. The first item is from BIONTECH, dated Monday, March 08, 2021, titled "BioNTech co-founder says gender equality made vaccine possible" from theguardian.com - PA Media. The second item is from PATENTING ACTIVITY, dated Thursday, March 04, 2021, titled "BioNTech (or one of its subsidiaries) published a new patent : Neoantígenos y usos de los mismos". The third item is from TOTAL, dated Thursday, March 04, 2021, titled "Total forms joint venture for C&I solar deployment in Saudi Arabia" from zpprio - Jules Scully. The fourth item is from CLEAN ENERGY, dated Thursday, March 04, 2021, titled "Clean Energy, Total sign JV for renewable natural gas production" from reuters.com - Reuters Staff. The fifth item is from TOTAL, dated Thursday, March 04, 2021, titled "It's like LNG 40 years ago.' Total and Iberdrola CEOs weigh the future of hydrogen" from fortune.com - Katharine Dunn. The sixth item is from PATENTING ACTIVITY, dated Thursday, March 04, 2021, titled "Total (or one of its subsidiaries) published a new patent : Organic-solvent based coating composition for coating a surface of a metal substrate for increasing the coefficient of friction of the surface of the metal substrate". The seventh item is from PATENTING ACTIVITY, dated Thursday, March 04, 2021, titled "Total published a new patent : Process for producing vinyl aromatic (co)polymer incorporating post-consumer and/or post-industrial recycled polystyrene". The eighth item is from PATENTING ACTIVITY, dated Thursday, March 04, 2021, titled "Total published a new patent : Expandable vinyl aromatic polymers with improved flame retardancy".

The dashboard also features a section titled "Get FRESH NEWS and LATEST UPDATES about SEARCHES & COMPANIES that MATTER FOR YOU" with a graphic of an envelope and a key. The "Insight Feed" window has a sidebar with a list of companies: "Companies", "DS", "nbH", and "Help".



# We provide the tools. You create the future.

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with one of our experts.

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resources.

visit [www.questel.com](http://www.questel.com)  
explore [www.questel.com/resources-hub](http://www.questel.com/resources-hub)