

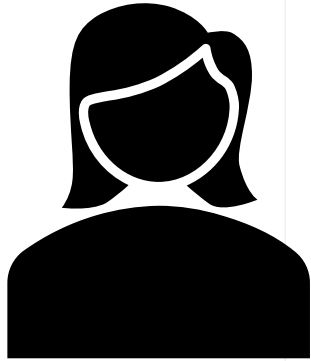
**innosabi**  
a Questel company

# innosabi Insight

Competitive Intelligence  
for Innovation Decision Makers

## 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 Innosabi platform interface. At the top left, the 'Insight' logo is visible. Below it, a dark blue banner reads 'Big picture thinking to come up with ideas, solutions & opportunities'. A search bar below the banner contains the text 'Enter concept (biomarker, autonomous vehicle,...) or organisation (Facebook, Samsung,...)'. On the left side, there are two panels: 'Latest searches' and 'Latest bookmarks'. The 'Latest searches' panel shows three search results: 'insights on artificial intelligence(or machi...', 'insights on blockchain(or smart contract, ...', and 'insights on artificial intelligence(or machi...'. The 'Latest bookmarks' panel shows three bookmarks: 'Panasonic', 'Shiseido', and 'LVMH'. On the right side, a 'Company profiles' panel is open, showing a list of companies. The first company is 'L'Oreal' with the location 'Clichy - HQ'. A large black arrow points from the 'Add to bookmarks' option in the context menu to the search bar. The context menu also includes options for 'Open', 'Monitor', and 'Sign in innosabi Startup'.

Insight

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

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

Latest searches

- insights on artificial intelligence(or machi...
- insights on blockchain(or smart contract, ...
- insights on artificial intelligence(or machi...

Latest bookmarks

- Panasonic
- Shiseido
- LVMH

Company profiles

- oreal
- L'Oreal  
Clichy - HQ
- L'Oreal Recherche - L'OREAL  
Clichy
- L'OREAL USA - L'OREAL  
New York

Open

Add to bookmarks

Monitor

Sign in innosabi Startup

## COMPETITIVE INTELLIGENCE

# Qualify organizations' of interest

Assign labels to your competitors, partners and companies of interest

The screenshot displays the Innosabi platform interface. At the top, the 'Insight' logo is visible. Below it, a banner reads 'Big picture thinking to come up with ideas, solutions & opportunities'. A search bar prompts the user to 'Enter concept (biomarker, autonomous vehicle,...) or organisation (Facebook, Samsung,...)'. On the left, there are sections for 'Latest searches' and 'Latest bookmarks'. The 'Latest searches' section lists queries like 'insights on artificial intelligence(or machi...', 'insights on blockchain(or smart contract, ...', 'insights on artificial intelligence(or machi...', 'insights on water pump(or Waterpump)', and 'insights on biofuel(or bio-based fuel, ...'. The 'Latest bookmarks' section lists companies like L'Oreal, Panasonic, Shiseido, LVMH, and Coty. A 'Bookmarks' modal is open in the center, showing a list of bookmarked companies: AmorePacific, Coty, L'Oreal, LVMH, Panasonic, and Shiseido. Below this list, there are two news snippets: 'LVMH Moët Hennessy Louis Vuitton : September 15, 2022 commits to energy effi' and '#COTYPRIDE: Coty CEO Sue Y. Nabi is named among @wwd's Top 50 Women in Power. "Sue Y. Nabi has been ac'. A context menu is open over the 'Bookmarks' modal, showing options: 'Open', 'Classify', 'Remove from bookmarks', 'Monitor', and 'Sign in innosabi Startup'. The 'Classify' option is selected, and a sub-menu is open showing labels: 'It's my company' (checked), 'Competitor', 'Partner', 'M&A interest', and 'Follow up'.

Insight

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

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

Latest searches

- insights on artificial intelligence(or machi...
- insights on blockchain(or smart contract, ...
- insights on artificial intelligence(or machi...
- insights on water pump(or Waterpump)
- insights on biofuel(or bio-based fuel, ...

Latest bookmarks

- L'Oreal
- Panasonic
- Shiseido
- LVMH
- Coty

Bookmarks

Filter Search in my bookmark

6 bookmarks

- AmorePacific
- Coty
- L'Oreal
- LVMH
- Panasonic
- Shiseido

LVMH Moët Hennessy Louis Vuitton : September 15, 2022 commits to energy effi  
marketscreener.com | 15 Sep 2022

#COTYPRIDE: Coty CEO Sue Y. Nabi is named among @wwd's Top 50 Women in Power. "Sue Y. Nabi has been ac  
twitter.com | 15 Sep 2022

Open

Classify

Remove from bookmarks

Monitor

Sign in innosabi Startup

It's my company

Competitor

Partner

M&A interest

Follow up

able to...

## 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 VENTURES	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

Smart, makeup, beauty, powered ...

COMPETITIVE INTELLIGENCE

Refine your search query

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

+ mirror display

+ intelligent mirror

+ smart glass

+ electronic appcessory

+ electronic clothes

+ smart tv

+ mirror view

+ electronic tattoo

+ electron garment

+ electronic necklace

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

SMART

GO!

smart mirror

Add suggestions 9

intelligent mirror

connected mirror

Add concept

connected mirror

connected mirror

smart mirror

Add suggestions 9

3 more...

camera mirror

customizable mirror

Add concept

AND

cosmetics

Add suggestions 10

beauty

makeup

Add concept

## COMPETITIVE INTELLIGENCE

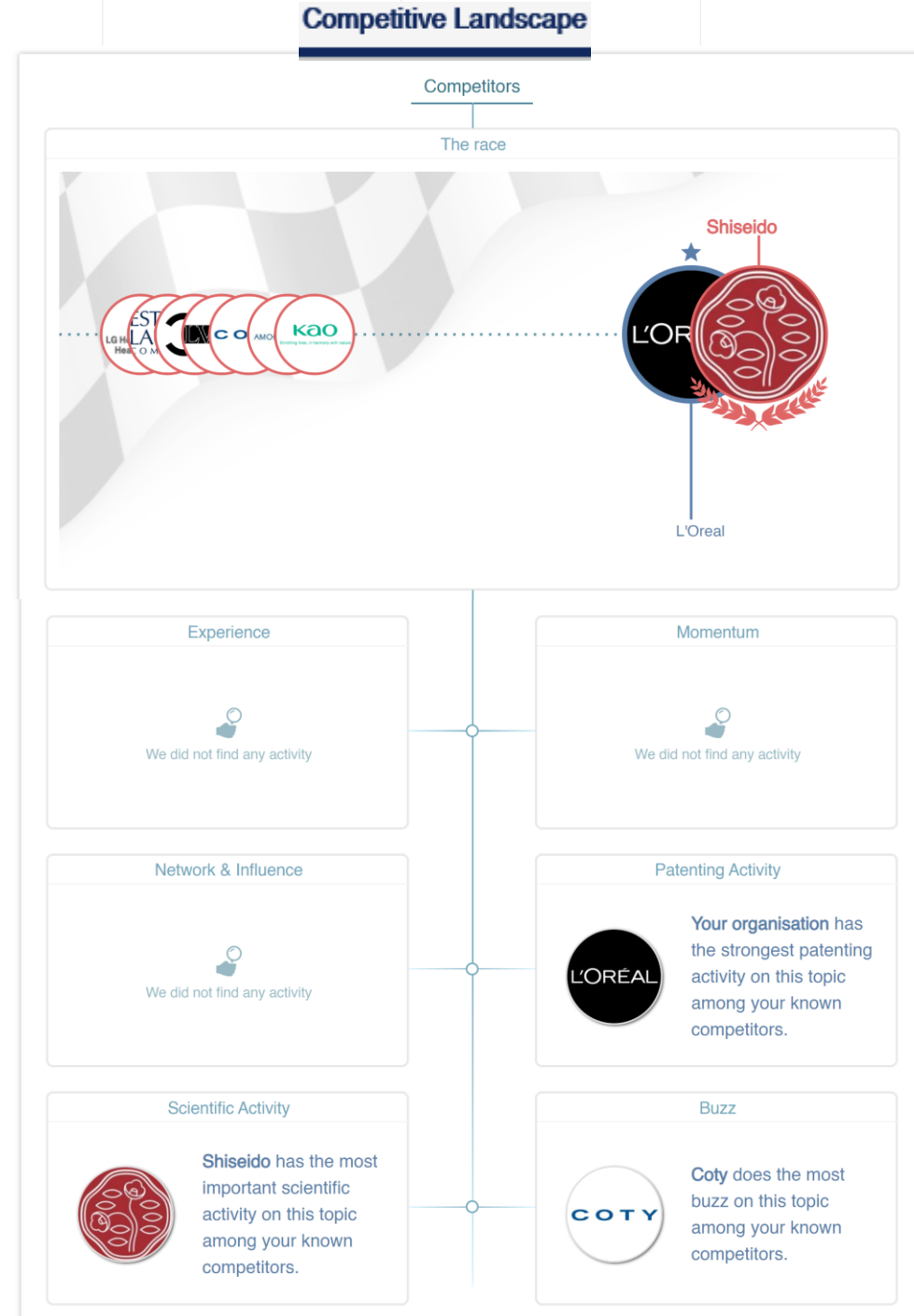
# Compare

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.*

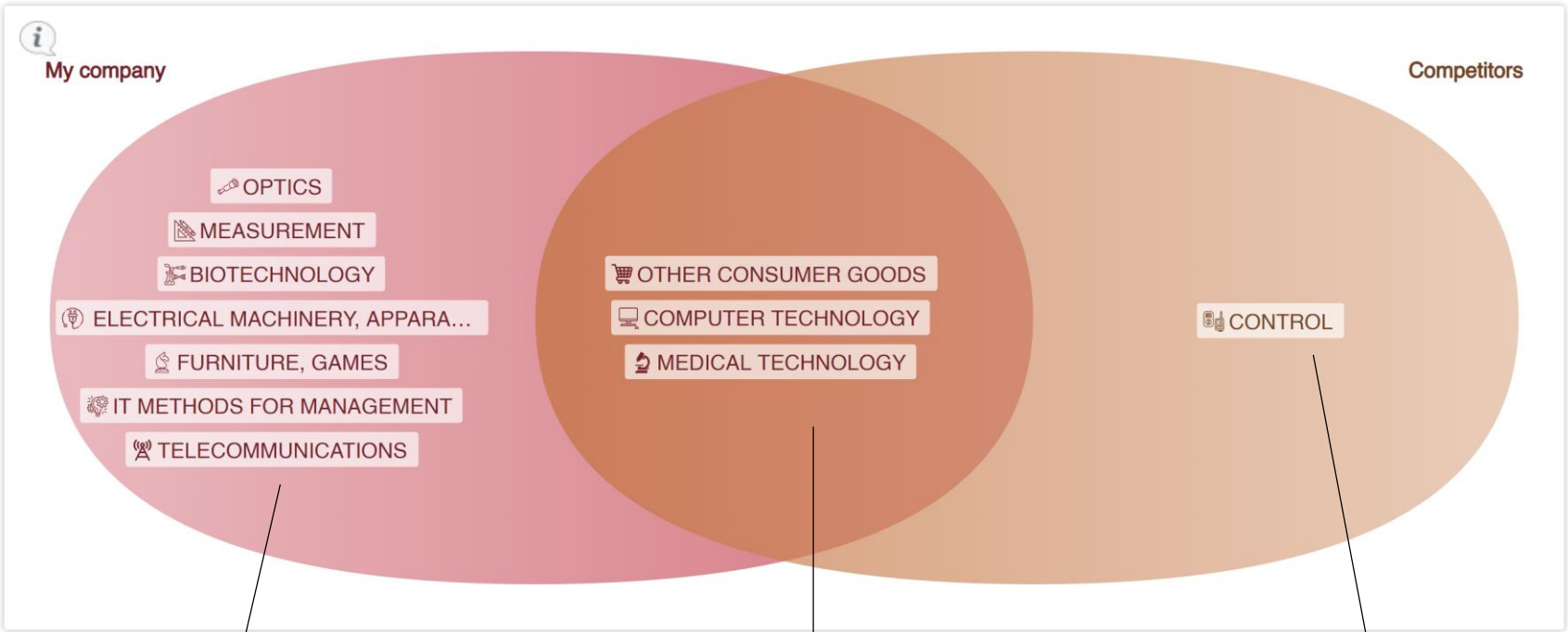


COMPETITIVE INTELLIGENCE

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.



innosabi empowering what's next

*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.

Possible Competitors

141


 LG


 Foxconn Technology Group


 Sony

Emerging

176

 eMax.co.nz

 GLAMCOR

 Banuba

Name	
 LG	
 Foxconn Technology Group	
 Sony	
 Midea Group	
 Mitsubishi Corporation	
 Daimler	
 Ford Motor Company	
 FUJIFILM	
 Hyundai Motor Company	

- Classify
- Remove from bookmarks

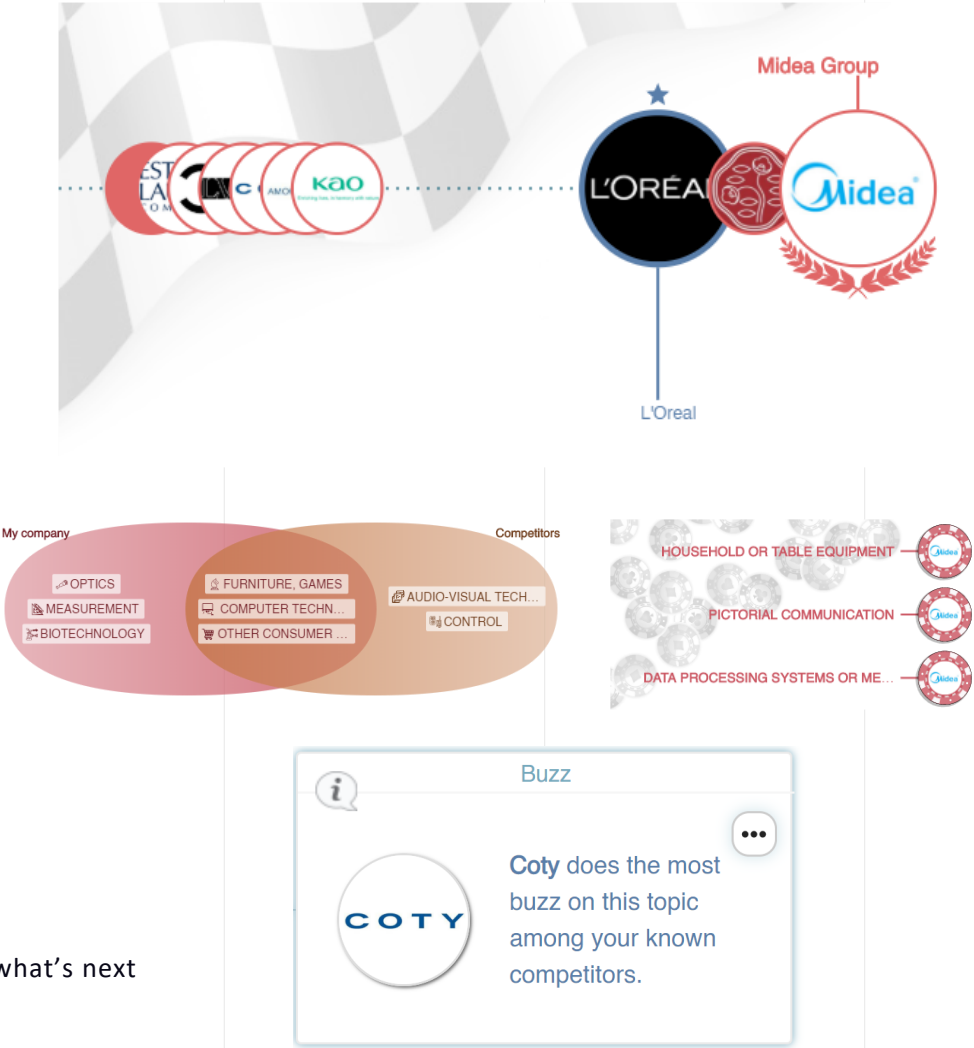
- It's my company
- Competitor
- Partner
- M&A interest
- Follow up

Name		A.K.A.
 eMax.co.nz		
 GLAMCOR		
 Banuba		
<p>Presentation</p> <p>Banuba Development is a developer of augmented reality enabled mobile applications and technologies. They create camera-based technologies and shape them in a powerful augmented reality platform for developers, efficient solutions for brands and amazing camera apps for people. They patent new technologies, develop...</p>		
 Evening Standard		
 Decoded Fashion		

- It's my company
- Competitor
- Partner
- M&A interest
- Follow up

COMPETITIVE INTELLIGENCE

Understand



Why are Midea and Shiseido ahead?

What technical evolutions are missed by our company?

What products are we missing?

COMPETITIVE INTELLIGENCE

Understand

Why Shiseido

Experience

Shiseido has no significant experience on this topic.

Momentum

Shiseido seems to lose interest in the topic.

Network & Influence

We did not find any activity.

Patenting Activity

IP activity of Shiseido on the topic is limited.

Scientific Activity

Shiseido has moderate scientific activity on the topic.

Buzz

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 BASE CONTOUR AMP BLUR PROCESSING ACTIVEX VIEWER ANALOG CAMERA CAMERA BRIGHTNESS 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 1

Motohiro YANAI 1

Kumiko Kikuchi 1

Yuji Masuda 1

Affiliations

Shiseido 1

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 accelerati

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 MAIL MAKEUP MIRROR  
INTELLIGENT MIRROR  
INTEGRATED MODULE  
OPTICAL SCAN  
USER PRIVACY  
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

	2019-05-02	Pending	
	2018-12-20	Pending	
	2019-03-06	Pending	
	2019-07-17	Pending	
	2018-03-20	Pending	

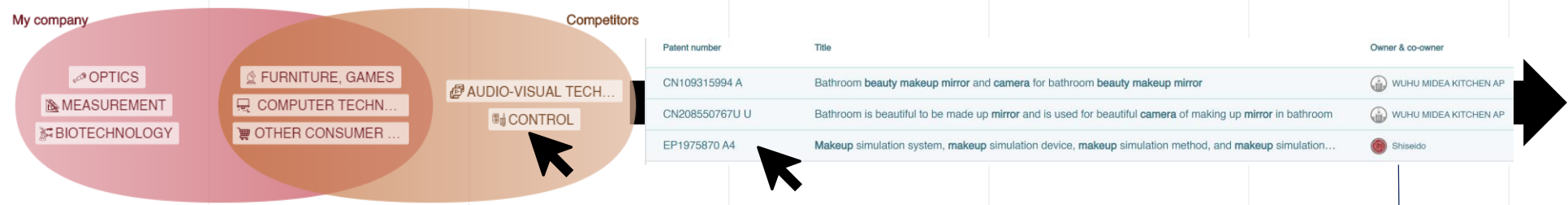
Midea is the newcomer, focusing on patents and trying to get broad claims on control. For example, smart mirrors in the bathroom.

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

innosabi empowering what's next

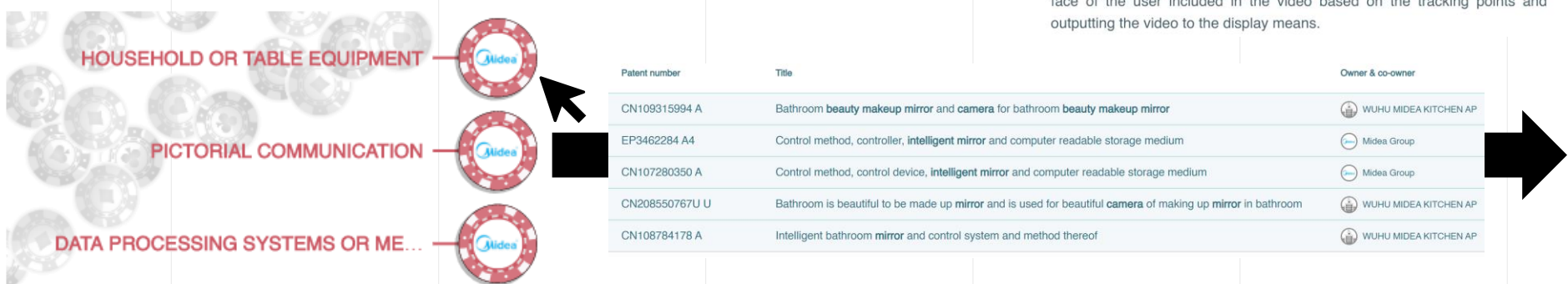
COMPETITIVE INTELLIGENCE

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.

# Understand



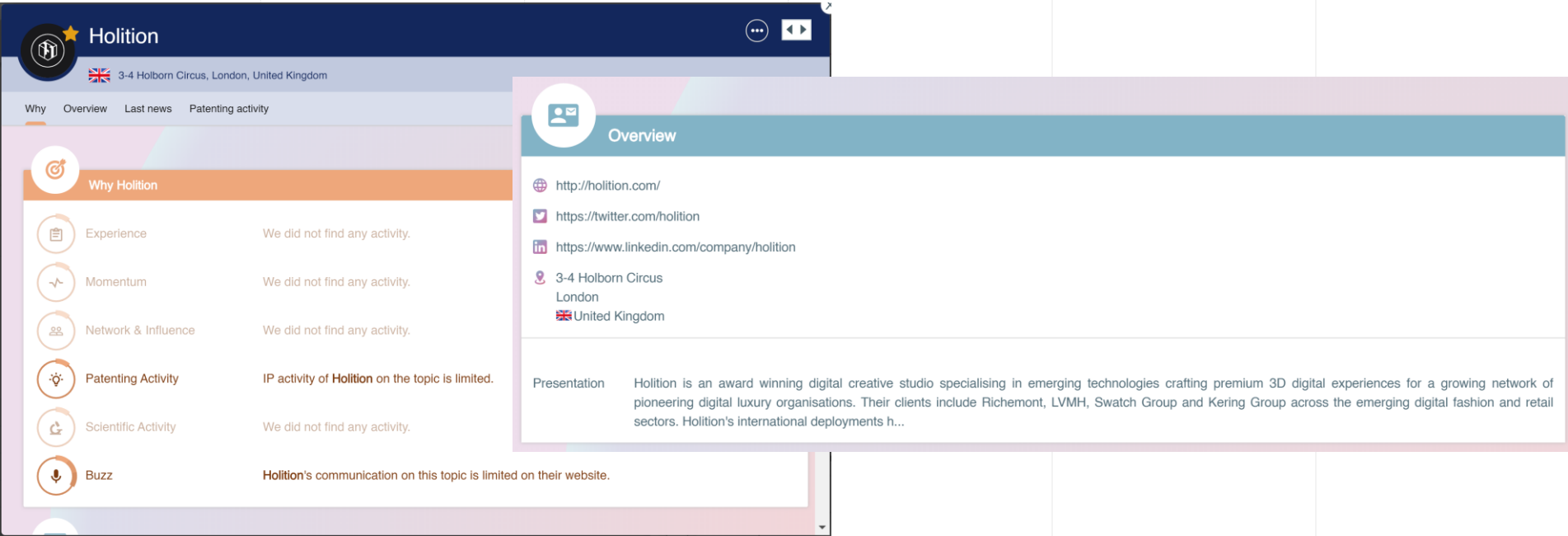
*We learned that The Magic Mirror was developed by Coty in collaboration with Holition and PERCH.*



COMPETITIVE INTELLIGENCE

Understand

Every time an unknown company appears in the analysis, Innosabi 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

Q

insights on smart mirror (or intelligent mirror, connected mirror, powered mirror, camera mirror, customiz... and also cosmetic...

⋮

Q

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

⋮

Q

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

⋮

Q

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

⋮

Run

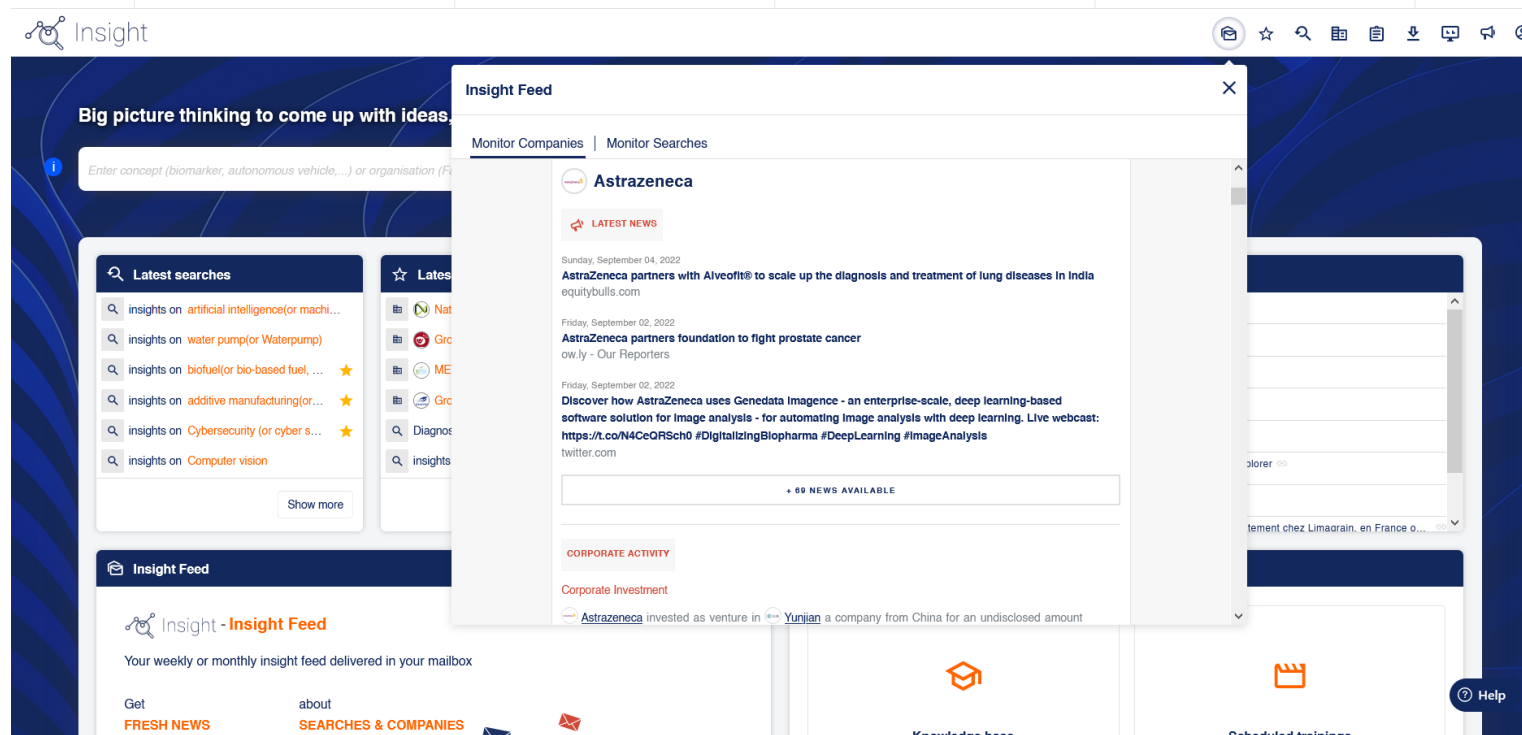
Edit

Remove

## 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





**We provide the tools.**

**You create the future.**

So what are you waiting for? Get in touch and ask for a personal demo or talk with one of our experts to find out how innosabi can help you.

Email us:

[help@questel.com](mailto:help@questel.com)

Visit us:

[www.questel.com](http://www.questel.com)