

Singapore company AIQ brings Keat Hong Community Club online with Visual Recognition Technology

- *The Keat Hong mobile app is powered by AIQ's Visual Recognition Technology*
- *The Singapore-developed app utilises artificial intelligence and visual recognition technology to connect visitors at Keat Hong Community Club to the wealth of information and convenience available online, almost instantaneously*
- *Residents can view photos and read about the heritage of the community club when they scan the physical heritage wall, as well as register for courses and events by scanning posters, digital kiosks, and more*

Singapore, May 7, 2018 – [AIQ](#), a Singapore company that offers AI Visual Recognition Technology (VRT), today announced that their VRT is powering the Keat Hong mobile app to provide an interactive, smart and visual layer to resident's interactions at Keat Hong Community Club (CC). The Community Club held its grand opening last Saturday on 5 May.

AIQ's technology will allow visitors to Keat Hong Community Club to access online features through their mobile phones. By using their mobile phone camera and the mobile app, residents can view photos and read about the heritage of the community club when they scan the physical heritage wall, as well as register for courses and events by scanning posters and digital kiosks. Utilising AIQ's video recognition technology, visitors can even scan live video on outdoor digital panels which will lead them to discover additional video content on Keat Hong's YouTube Channel.

Mr Marcus Tan, CEO of AIQ, said: "We see our visual technology as a potential replacement for the QR code, and helping to connect the offline to the online. Even in a mobile first, online world, offline interactions still play a very important part of our daily lives, particularly at community clubs which are designed to be physical spaces for the community to get together. The ability to use images and visuals is also very important to build brand equity and recognition. What our app does is connect visitors at Keat Hong CC to the wealth of information and convenience available online."

AIQ's Visual Recognition Technology can process live images and video with processing speeds of up to 300 milliseconds, with just 30 per cent of the image or video captured, by utilising a proprietary image matching and video recognition technology. Specifically, for visitors to Keat Hong CC, this means that they can almost instantaneously access online information through the app even if the area is crowded.

The same AIQ technology was previously used by travel company Insight Vacations at the NATAS Travel 2018 and Travel Revolution fair in March. AIQ helped Insight Vacations increase engagement and interactions, by providing fair visitors with the ability to connect with information on Insight Vacation's website and winning instant prizes just by scanning a static, physical poster at the fair. AIQ's Visual Data Analytics technology also gave insight into fair visitor's favourite holiday destination by tracking scans and interactions, providing immediate and useful data points for the company to customise their campaigns.

The Keat Hong app is now available for download on [Google Play](#) and the [App Store](#).

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**About AIQ Pte Ltd**

AIQ is a visual technology company based in Singapore and founded in 2014, that provides brands and marketers the ability to increase customer engagement, create an experiential customer journey, extend brand loyalty and bring offline customer interactions online (O2O) through a mobile device.

AIQ's proprietary Visual Recognition Technology is powered by Artificial Intelligence (AI) and allows for near-instantaneous processing of live images and video, even if only 30 per cent of the image or video is captured.

The company aims to promote visual commerce in an increasingly mobile first, online world and envisions to be a global leader in visual technology.

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