



## Press release

### For immediate release

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### **What could Silicon Valley Scientists and Data Geeks possibly add to San Francisco's Fashion and Retail Industry Development?**

Quite a bit, according to Owen Geronimo and Robert Burns Nixon, the team behind Fashion Tech Week, who will bring together Fashion, Retail, Wearables, Tech and Blogger communities in the coming week in San Francisco for the third year in a row.

"San Francisco is the leader in technology and innovation and the main development hub for fashion tech globally," states Nixon. "Retail innovation is now top of the agenda for San Francisco and we're delighted to look at the strategic industry design and development opportunities of next-generation personalization technologies with leading industry thought leaders for this Retail Tech Summit panel event."

The panel consists of Bart Peintner, Founder and CTO of Loop AI Labs, Gagan Mehra, Blogger and Evangelist eCommerce, Li Gong, VP Product SAP and Tamara Samoylova, Head of Research for Deloitte Center for the Edge.

Many large ecommerce sites use personalization and have already figured out the importance of knowing their customers and building relationships for greater lifetime value from each one. But any size merchant can increase conversion rates with a phased approach to personalization.

"Personalization & great customer experience have become synonyms. This has resulted in a shift of power to the personalization vendors - bad personalization can result in forever losing a

customer where as good personalization can almost guarantee repeat business. " confirms Mehra, whose blog can be found in PracticalEcommerce.

Peintner sees personalization expanding to all sizes of retailers and describes technology as an enabler, "Deep customer profiling and instant personalization have been rare assets belonging to a few large corporates like Google and Netflix, because of the technology and people investments required for such efforts. Loop AI Labs is changing the game through technology that acts like a data scientist team. Now anyone can have easy access to deep profiles of people or things and create instant personalized shopping experiences."

Join us to the panel at General Assembly , 225 Bush Street, 5th Floor [East Lobby], The Commons Room in San Francisco on Tuesday, February 24, 2015 from 6:00 PM to 9:00 PM. Register at [www.eventbrite.com](http://www.eventbrite.com) .