



# Elevating Luxury Experiences: Harnessing the power of AI

Presented by

**Tal Ofer**  
**Partnerships Director**  
**Cloudinary**

**Leticia Duran**  
**Head of eCommerce**  
**Canada Goose**

**Giuseppe Lillo**  
**Senior Account Executive**  
**Salesforce**

## Intelligently automated rich-media management

### Programmable Media |

Image, video and rich media-as-a-service

### | Digital Asset Management

Intelligently automated rich media management

### Clouinary® Platform

Microservices, Headless, API-first, Composable.



Powered by Clouinary Media Intelligence

| REST APIs, SDKs, integrations, widgets, add-ons

| Any format: Imagery, video, PSDs, audio, 3D, AR, 360

| Every device, every screen, everywhere

# Media Optimisation on Canada Goose

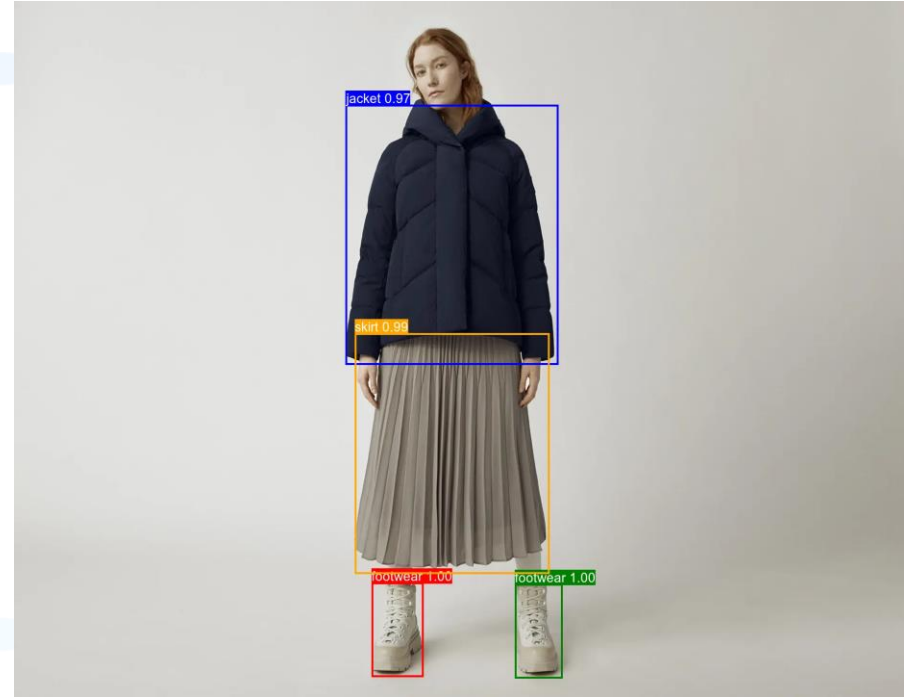


URL	<a href="https://images.canadagoose.com/image/upload/v1687286476/product-image/2804M_63_fsph.jpg">https://images.canadagoose.com/image/upload/v1687286476/product-image/2804M_63_fsph.jpg</a>
Remote IP	151.101.2.104
Method	GET
HTTP Status	HTTP/2 200
Original Dimensions	1856 x 1392px   Aspect Ratio: 4:3
Display Dimensions	1086 x 815px   Aspect Ratio: 1086:815   Scale Ratio: 1.71:1.71   DPR: 2
Service	Cloudinary
content-type	JPEG Image
content-length	643.92 KB (659376 B)



URL	<a href="https://images.canadagoose.com/image/upload/w_1920,c_scale,f_auto,q_auto:best/v1687286476/product-image/2804M_63_fsph.jpg">https://images.canadagoose.com/image/upload/w_1920,c_scale,f_auto,q_auto:best/v1687286476/product-image/2804M_63_fsph.jpg</a>
Remote IP	151.101.2.104
Method	GET
HTTP Status	HTTP/2 200
Original Dimensions	1920 x 1440px   Aspect Ratio: 4:3
Display Dimensions	773 x 580px   Aspect Ratio: 773:580   Scale Ratio: 2.48:2.48   DPR: 2
Service	Cloudinary
content-type	WEBP Image
content-length	100.75 KB (103164 B)

# Object detection using AI



# Optimizing Video on Canada Goose



# Smart cropping with AI

