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A l'approche des fêtes, l'application IBM Watson « Trend App » dévoile les produits les plus tendances

PARIS - 19 nov. 2015:

IBM (NYSE : IBM) annonce aujourd'hui le lancement de l'application « IBM Watson Trend App », qui offre aux consommateurs une nouvelle façon de décoder les principales tendances de la saison et également de prédire les produits les plus en vogue avant qu'ils ne soient vendus. L'application est disponible via téléchargement gratuit sur l'App Store d'Apple.

IBM Watson Trend App condense le sentiment de millions de conversations en ligne, en parcourant 10,000 sources à travers Internet, les réseaux sociaux, blogs, forums, commentaires, notations et tests produits. Contrairement aux autres applications qui donnent seulement un classement statique des produits tendances, l'application Watson Trend App révèle ce que pensent les consommateurs des produits qu'ils considèrent ou qu'ils ont acheté.

En utilisant la compréhension de Watson dans le langage naturel et les technologies de machine learning, l'application dévoile les sentiments du consommateur, repère les tendances et pourquoi les consommateurs choisissent certains produits ou marques plutôt qu'une autre. IBM Watson Trend App utilise également l'analyse prédictive afin de prévoir si une tendance particulière est une mode éphémère ou continuera à avoir du succès.

En un clic, les utilisateurs ont la répartition des 100 produits les plus tendances et voient en un coup d'œil ceux qui dominent les conversations des consommateurs dans ces trois catégories principales : l'électronique, les jouets et la santé/fitness.

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IBM Watson 'Trend App' Forecasts What's In & What's Not this Holiday Season

New App Uncovers Consumer Sentiments Driving Most Talked About Gifts

ARMONK, 18 November, 2015 — IBM (NYSE: IBM) today launched the IBM Watson Trend App, a new way for shoppers to understand the reasons behind the top trends of the holiday season and also predict the hottest products before they sell out. The app is available via a free download at the Apple App Store.

The IBM Watson Trend app distills the sentiment of tens of millions of online conversations by scouring 10,000 sources across social media sites, blogs, forums, comments, ratings and reviews. Unlike other apps or lists that provide a static ranking of "hot" products, the Watson app reveals how consumers feel about the products they

are considering or have purchased.

Using Watson's understanding of natural language and machine learning technologies, the app uncovers layers of consumer sentiment to pinpoint patterns and trends to reveal why people are choosing certain products or brands. The app also uses predictive analytics to forecast if a particular trend is a fleeting fad or will continue to remain strong.

To uncover insights behind the top holiday trends and products, Watson's natural language engine aggregates insights into distinct trend groups: content, context and sentiment. Each group is given a relative daily Trend Score, ranging from 0 to 100, based on the impact (size of the conversation) and the momentum (the rate of growth of the conversation).

Users can view the top 100 trending products and stories behind them across three categories – consumer electronics, toys and health and fitness. As of November 18, the top trends include:

- **Buy Your Legos Before It's Too Late:** The new Star Wars movie, *The Force Awakens*, has helped make Lego Bricks the "it" toy of the 2015 holiday season. Watson predicts three sets will likely sell out: Star Wars (including the new Millennium Falcon set), Lego City and Friends. As a result, shoppers should take advantage of early Black Friday deals and make their purchases now. Beyond chatter about impending product shortages, Watson finds that adults and children alike are excited for the new Star Wars line while other products such as Lego City are selling well among both boys and girls, which reinforces the growing trend of gender-neutral toys.
- **Smartphone Photogs Step Up to Feature-Rich Digital Cameras:** Smartphone photographers are looking to upgrade to standalone cameras that offer more features and superior picture quality. Watson identified the Nikon D-SLR camera as the number one choice for amateurs looking to take their photography to the next level. Amateurs aren't the only ones looking to upgrade, expert photographers are setting their sights on Sony's 42 megapixel Alpha 7RII mirrorless camera that allows them to record Ultra HD 4k video.
- **Stylish Running Shoes That Keep You From Injury :** Watson discovered that consumers are flocking to brands that offer "barefoot running" or "natural running" shoes that are marketed to help prevent injury, but Nike shoe owners, particularly, tend to also value the product's color and design and their versatility as both athletic and casual footwear. Watson found the most talked-about models are Nike's Free, the Air Max and Flyknit Racing Shoes. Conversation about Nike running shoes is twice as prevalent among women than men.
- **Traditional Toys Go Back-to-School:** According to Watson, Mattel's connected-toy, Hello Barbie is at the top of parents' gift-giving lists and not due to her sense of style. The new Hello Barbie delivers an "engaging and unique play experience" by letting children have a two-way conversation with Barbie. Parents specifically call out the companion app feature that allows for parental control of all conversations. Other "Edutainment" toys leading the pack, according to Watson, include the new PAW Patrol Imagicard Learning Game (for LeapFrog tablets).

As consumers use the IBM Watson Trend app to pinpoint what products are popular and why, IBM also reports on how consumers will shop for these gifts. With the Thanksgiving holiday just one week away, IBM predicts that, for the first time, more consumers will turn to their mobile devices than their desktop to seek out the best buys. Over the five-day holiday period, mobile traffic is expected to increase by nearly 57 percent, up 17 percent over 2014. Mobile sales are predicted to increase by more than 36 percent, up 34 percent over last

year.

The Watson Trend App uses a combination of API capabilities from IBM's open Watson Developer platform including Sentiment Analysis, Keyword Extraction, Concept Tagging and Taxonomy Classification. In the future, IBM Watson Trend will continue to evolve with the addition of new capabilities including geographic and language data, and an increased level of personalization that caters to each consumer's unique interests and preferences.

IBM continues to add and stretch the boundaries of what Watson can do. The original Watson system was based on 1 natural language QA API, today the platform has over 30 APIs powered by over 50 underlying technologies to provide capabilities that span language, speech, vision, and data insights.

By sharing these capabilities via the [Watson Developer Cloud](#), an open developer environment, a vibrant community of entrepreneurs, startups and established businesses are commercializing their own cognitive powered products and services to transform a variety of industries and disciplines including retail and customer service.

For more information or to download the IBM Watson Trend App, go to www.ibmwatsontrend.com
