

## AsIsKnown at a glance

- High quality trend prognoses by intensive, continuous and systematic market observation
- Competitive advantage compared to conventional trend prognoses
- Specific retrieval of trend information for marketing departments
- Innovative service for end customers

The project AsIsKnown was launched in April 2006 with a three years runtime. Nine partners from six EU-countries participate in AsIsKnown.

## Partners



BOC Asset Management GmbH



Textiles & Flooring Institute GmbH



Fraunhofer Gesellschaft zur Förderung der Angewandten Forschung e.V.



Vorwerk & Co. Teppichwerke GmbH & Co. KG



Institute for Parallel Processing, Bulgarian Academy of Sciences



INKU Nemzetközi Kereskedelmi Kft.



Crystal Design OHG



Union Française Tapis Moquettes

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#### Further Information:

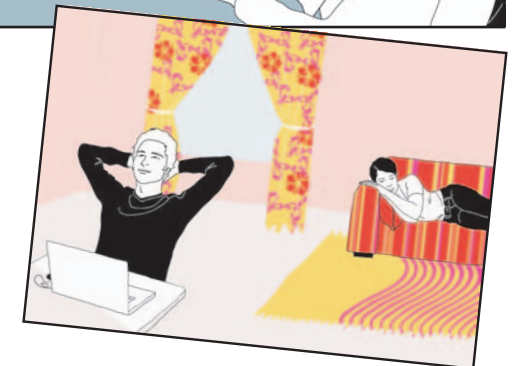
[www.zlw-ima.com](http://www.zlw-ima.com)  
[www.asisknown.org](http://www.asisknown.org)



# AsIsKnown

A semantic-based knowledge flow system for the European home textiles industry

AsIsKnown is a novel collaborative system for market observation and trend prognosis for the European home textiles industry

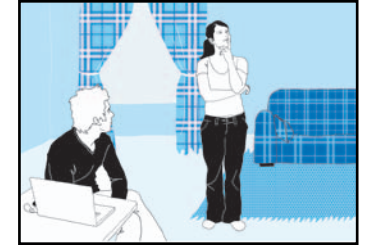
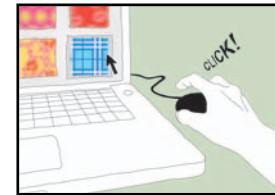


European Commission  
Information Society  
and Media Directorate-General

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### Improved service for end customers...



AsIsKnown gives each end customer a realistic impression of all kinds of textile products and fixtures as well as possible combinations. For this purpose, product data of a large number of European home textiles producers are gathered.

Digital samples of textiles serve as texture maps in virtual showrooms. In this way, you can re-upholster your sofa, lay carpets ...

... install new curtains, or paint the walls. Just with a few mouse clicks.

Potential customers can arrange living rooms themselves choosing from a wide range of different, and freely combinable texture maps.

### ... and extra market information for producers



By photorealistic digital pictures of the rooms, the customers can gather a lifelike impression of their preferred combination.

AsIsKnown can also function as multimedia-based add-on for sample cases, so the different samples are presented directly in a virtual living room.

The system analyses the combinations of products, the viewing duration, orders and further information. Combinations of products or patterns which occur frequently reflect the end customers' needs and wishes. Moreover, numerous periodicals of the European home textiles industry are examined regularly.

A trend-tool scans textual and graphic information with respect to specific colours, patterns, and materials. In this way, one can detect whether there is a new trend or whether a trend is already declining.