snapADDY GmbH improves data recognition through deep learning

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With its latest product update, the Germany-based snapADDY GmbH uses a new parser that further improves contact data recognition through deep learning. This method is the key element of all products (snapADDY Grabber, VisitReport, CardScanner, and Assistant) for detecting contact data from unstructured text and is, therefore, the technical core of snapADDY products.

How snapADDY parser works

The snapADDY parser ensures the contact data recognition for different text sources. This can be a printed plain text or an email whose signature contains-relevant data for snapADDY. Another snapADDY parser's use case is a business card photo, which is first "read" by text recognition. For machines, contact data recognition is not a trivial task – unlike humans – as these require a mixture of complex rules and an intelligent evaluation of the identified content. For this purpose, the components of contact data are examined individually. Some contact data, such as email addresses or URLs, have a uniform format and can therefore be easily identified by the parser rule method.

snapADDY parser improved with deep learning techniques

In addition to the rule method, snapADDY GmbH takes a new approach with the parser released at the beginning of the year: In the case of non-standardized contact data, recognition is becoming even more complex, and it is no longer possible to correctly assign rules. This concerns, for example, names and professions: The term "Fisher" can denote a profession as well as a person's last name. Humans merely deduce the correct meaning from the context. The use of deep learning allows the machine to proceed similarly, correctly assigning individual contact information based on the surrounding terms. The information obtained is combined in the snapADDY parser with the information obtained from the rules to achieve the best possible contact recognition.

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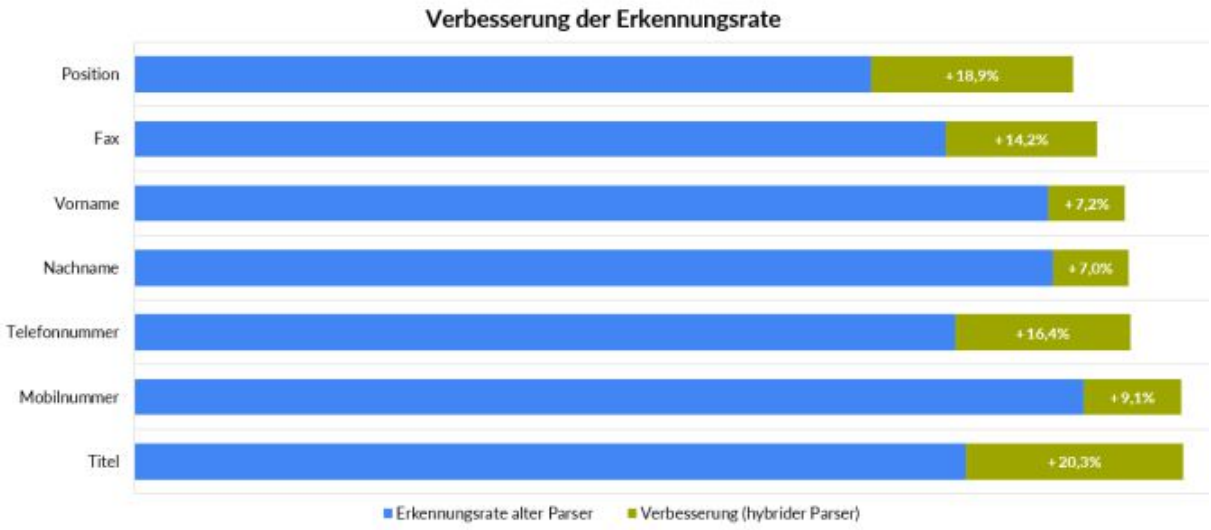

Higher quality of contact and data recognition

With the parser update released at the beginning of January, snapADDY GmbH has succeeded in significantly improving the recognition quality of its products. The context information obtained through deep learning is very helpful, for example, for non-standardized contact fields. In this case, the recognition of the correct position/profession has improved by about 19% compared to the previous parser version. Also, first, and last names are better recognized, with an improvement of 7%, and telephone numbers, with 16% – as shown in the graph.

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