



SHOPPING APP FINDS PRODUCTS FROM TV AND ONLINE VIDEO



Ever enables users to purchase products they see on video or television using a smartphone app that finds the product for them.

We have seen apps that help shoppers find items they see in [magazines](#), or let them [take photos](#) of any outfit to find out where to buy it. But tracking down products after seeing it on television still requires laborious investigation. Now a new app is offering an instant search function for products users see on TV.

Ever offers a two screen experience, so the entertainment is not interrupted while users shop. To use, viewers launch the app while watching shows or films. Whenever they see a product they love, they can press the Ever button to instantly find and purchase the item — users can even shop for homeware and onscreen locations, and book a holiday at, say, Verdana Palace in Malta, where scenes from Game of Thrones was filmed. The app uses real-time frame capture, and a deep learning detection system to identify items in the frame. It will also offer cheaper alternatives for budget-conscious users.

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The developers also offer Ever Extension, which provides the same experience for laptops and tablets, so users watching a YouTube video or live-stream can easily search for products.

Ever offers shoppers a seamless way to identify and purchase items they see onscreen, while providing video creators with a new channel to monetize content. What are some other ways to integrate digital entertainment with e-commerce?

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