International Research Journal of Engineering and Technology (IRJET) e-ISSN: 2395-0056
Volume: 07 Issue: 02 | Feb 2020 www.irjet.net p-ISSN: 2395-0072

Visualizing Details of Places for Customer Engaging

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Abstract - *Most of the people in our country love to travel, shopping, etc. and it is commonly seen that we don't have information about some places so it is difficult to ask any person about some place because of language barrier or may be any other problems. As the solution of this problem, we are developing an web application that will help user to get out details of any place such as shop, mall, hotel, restaurants, etc. The project is about optical character recognition with image processing and data mining. Optical character recognition is the core part of this model which reads each character through image. In this model a person who interested to buy something or wants to stay in hotel then by using smart phone he needs to capture the image of name of hotel or shop and then this application will extract text from image and will search for information related to respected place and get out entire details. This project will help them to get out entire details of any restaurants , hotels, shplace name, malls and any other places before entering into them this detail content all services they provide, product in shop or mall, current offers, types of room(AC/non AC),etc.*

Key Words: **Optimal Character Recognition, Learning, Recognition, Object Image Data Set.**

1. INTRODUCTION

The mobile device is computing equipment used to connect with the world for various purposes. Users depend on mobile device to maintain information and update. Place name shows great visual diversity accompanied with complex environmental conditions. Consider an example, user walk on the street and he simply point his mobile camera to a store to quickly access its related information, inquire special offers, and make reservations through his mobile without physically entering on that store. Street view scenes are commonly captured by customers devices and they have more real-world characteristics lacking in most existing image datasets, e.g. perspective distortion, foreground and background clutter, etc. To learn a reliable place name model for recognizing place name, a labeled dataset with a huge amount of real-scene images is required. However, precisely labeling PLACE NAME categories and regions, i.e., generating strong labels for Learning involves a significant amount of human labor, and thereby is usually not feasible for training a real-scene PLACE NAME model.

Our objective in this work is to harvest a large number of images of a particular class automatically, and to achieve this with high precision. Our motivation is to provide training databases so that a new object model can be learned effortlessly. Following Conroy, we also use web search to obtain a large pool of images and the Webpages that contain them. The low precision does not allow us to learn a class model from such images using vision alone. The challenge then is how best to combine text, metadata, and visual information in order to achieve the best image re-ranking.

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1.1 Place name

These are signs that are located on the same premises on which the activity is conducted. Any property, on which a sign is placed, that is not integral to the activity, or is separated from the activity by a roadway, highway, common driveway, or other obstruction, or is at such distance that the sign is closer to the highway than the activity is not considered on-premises. Also, if the sign is located on a narrow strip of land whose only real purpose is to accommodate the sign, and is not used for the advertised activity, the sign cannot be considered on-premises. These rules apply regardless of whether the properties are under the same ownership. On-premises signs in the controlled area may be subject to registration in accordance with Section 86 of the Highway Law.

1.2 Image Data Set

Instead of generating strong labels for real-scene images, we resort to an alternative learning technique, which is weakly supervised by a dataset with each image labeled with the place name category it contains, i.e., our, learning involves a significant amount of human labor, and thereby is usually not feasible for training a real-scene place name model. Instead of generating strong labels for real-scene images, we resort to an alternative learning technique, which is weakly supervised by a dataset with each image labeled with the place name category it contains, i.e., a weakly labeled image, learning involves a significant amount of human labor, and thereby is usually not feasible for training a real-scene place name model. Instead of generating strong labels for real-scene images, we resort to an alternative learning technique, which is weakly supervised by a dataset with each image labeled with the place name category it contains, i.e., a weakly labeled image

1.3 Recognition

The task of recognizing and localizing place name in real-world scenes can be viewed as a problem of real-world visual object recognition consistent image for a brand and contains a mixture of text (e.g. the business's name) and graphics (e.g. corporate trademarks/logos). Nature of digital information has become increasing visual, and so has the need for companies to locate and identify in the digital ocean. Explore what the industry leader in image recognition technology has to say about making sense of visual content in this digital world. Note that some images are common between the methods. Image Search a very low precision (only about 4 percent) and is not used for the harvesting experiments. This low precision is probably due to the fact that Google selects many images from Web gallery pages which contain images of all sorts. Google is able to select the in-class images from those pages, e.g., the ones with the object-class in the filename; however, if we use those Webpages as seeds, the overall precision greatly decreases.

2. SOFTWARE TOOLS SPECIFICATION

2.1 SQL Server

SQL is a popular choice of database for use in web applications, and is a central component of the widely used LASP open source web application software stack. LAMP is an acronym for "Linux, Apache, SQL, Perl/PHP/Python/ASP.NET". Free-software-open source projects that require a full-featured database management system often use SQL.

SQL can be built and installed manually from source code, but this can be tedious so it is more commonly installed from a binary package unless special customizations are required. On most Linux distributions the package management system can download and install SQL with minimal effort, though further configuration is often required to adjust security and optimization settings.

There are however limits to how far performance can scale on a single server ('scaling up'), so on larger scales, multi-server SQL ('scaling out') deployments are required to provide improved performance and reliability. A typical high-end configuration can include a powerful master database which handles data write operations and is replicated to multiple slaves that handle all read operations. The master server synchronizes continually with its slaves so in the event of failure a slave can be promoted to become the new master, minimizing downtime. Further improvements in performance can be achieved by caching the results from database queries in memory using me cached, or breaking down a database into smaller chunks called shards which can be spread across a number of distributed server clusters.

2.2 The .Net Framework

Microsoft .NET is a set of Microsoft software technologies for rapidly building and integrating XML Web services, Microsoft Windows-based applications, and Web solutions. The .NET Framework is a language-neutral platform for writing programs that can easily and securely interoperate. There's no language barrier with .NET: there are numerous languages available to the developer including Managed C++, C#, Visual Basic and Java Script. The .NET framework provides the foundation for components to interact seamlessly, whether locally or remotely on different platforms. It standardizes common data types and communications protocols so that components created in different languages can easily interoperate.

".NET" is also the collective name given to various software components built upon the .NET platform. These will be both products (Visual Studio.NET and Windows.NET Server, for instance) and services (like Passport, .NET My Services, and so on).

The .NET Framework has two main parts:

1. The Common Language Runtime (CLR).
2. A hierarchical set of class libraries.

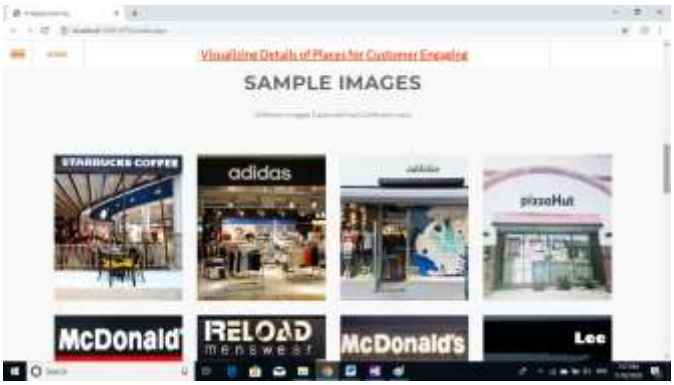
The CLR is described as the "execution engine" of .NET. It provides the environment within which programs run. The most important features are

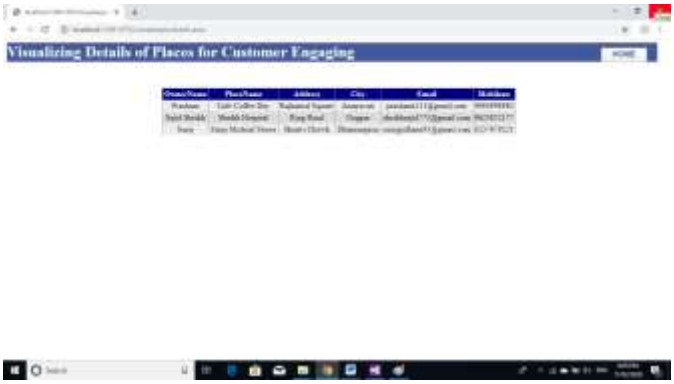
- Conversion from a low-level assembler-style language, called Intermediate Language (IL), into code native to the platform being executed on.
- Memory management, notably including garbage collection.
- Checking and enforcing security restrictions on the running code.
- Loading and executing programs, with version control and other such features.

3. IMPLEMENTATION

In this system, user gives input as image which is captured through mobile cameras. System gives input images and perform the actual proposed framework on given input image. In this framework two basic algorithms are used: first is visual saliency based codebook generation of place name categories. In this algorithm first, filter out the background region for minimizing the number of noisy visual word using visual saliency analysis. After removing the background noise, visual feature are extracted using dense sampling strategy and Opponent SIFT descriptor for codebook Generation. After acquiring a codebook for each place name category compute a discriminative subset and apply a distributional clustering to collecting of all the code words in place name categories into two disjoint clusters. Then allow the concurrent place name recognition and localization in super-pixel level using obtained place name

and background models. Second algorithm is place name modelling and recognition using distributional Clustering here, super pixel segmentation performed on input image.





4. CONCLUSION

In this way this project will help people to get information about new hotels , shplace name ,etc. in advance this will result in saving valuable time and will help to travel easily in new places by just clicking the on premises sign. This project is also helpful for getting the details of hospitals and college in case we want to know about facilities and services of this places.

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