

Wine
Australia

Export Label Image Search System (ELISS)

User Guide

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Search

The search page has two modes, simple and advanced search.

Terms

The 'Search by label terms' field searches across any text on the labels in the directory.

You can refine how you search by using the search type dropdown options:

Option	Search term	Will find	Will not find
Exact	Red rock	Labels that contain the words red and rock .	Labels that only contain red or rock . Labels that contain rocky or reds or any variation of the terms.
Prefix	red	Searching for red will find labels that contain the words red rock or red tree or redbottle . It will also find labels that only contain red or contain red as a term by its own.	Labels that contain rockred .
Suffix	red	Labels that contain the words rockred or treered or bottlered . It will also find labels that only contain red or contain red as a term by its own.	Labels that contain redrock .
Fuzzy	red rock	Labels that contain the words red rock , rid rock , red dock , rod rock , etc.	Labels that only contain red or rock or any variation of them.

Advanced search

In advanced search only, you have the option to combine multiple search rows. When you add a new row, you can decide which operator to use to link the search terms in the query.

The following example will search for red AND rock and find labels that contain both words, in any order:

Search by label terms 

red	Exact	AND	+ 
rock	Exact		+ 

Query	Will find	Will not find
red AND rock	Labels containing at least both red and Rock in any order: rock red , rock wine red , red rock wine , etc.	Labels only containing Red or only containing Rock .
red OR rock	Labels containing at least either red or rock : red wine , rock wine , red rock wine , etc.	Labels not containing either red or rock .
red NOT rock	Labels containing red but not rock : red wine , red blue , black red , etc.	Labels containing rock .

Adding more than two search rows will group search terms depending on the operator selected. For example:

Query	Becomes	Will find	Will not find
red AND rock AND lime AND valley	red AND rock AND lime AND valley	Labels containing at least red and rock and lime and valley in any order. For example: red lime rock valley, valley red rock lime, red rock wine from the lime valley , etc.	Labels only containing red or rock or lime or valley .
red OR rock AND lime	red OR (rock AND lime)	Labels that contain red as well as labels that contain both rock and lime . For example: rock lime, red rock lime, red valley, rock lime valley, red grape wine , etc.	Labels that do not contain red or both rock and lime .
red NOT rock AND lime	red NOT (rock AND lime)	Labels that contain red and do not contain both rock and lime . For example: red wine, red valley, red town , etc.	Labels that do not contain red and labels that do contain rock and lime .
red AND rock OR lime AND valley	(red AND rock) OR (lime AND valley)	Labels that contain red and rock or labels that contain lime and valley . For example: red rock wine, rock wine red, red rock lime valley, lime valley, lime valley grapes , etc.	Labels that do not contain red and rock or labels that do not contain lime and valley .

Published date

The published date fields can be used to refine your search results by a date range and find labels published to the directory between the dates specified in the range. Date fields must be entered as DD-MM-YYYY with hyphens between the numerals.

Date from	Date to	Will find
01-07-2021	-	Labels published from 1 July 2021 (inclusive) until today's date.
01-07-2021	30-09-2021	Labels published between 1 July 2021 (inclusive) and 30 September 2021 (inclusive).
-	30-09-2021	Labels published before 30 September 2021 (inclusive).

Shipment approval date

The shipment approval date fields can be used to refine your search results by a date range and find labels that have been approved for shipment within the specified range.

Date from	Date to	Will find
01-07-2021	-	Labels approved for shipment from 1 July 2021 (inclusive) until today's date (inclusive).
01-07-2021	30-09-2021	Labels approved for shipment between 1 July 2021 (inclusive) and 30 September 2021 (inclusive).
-	30-09-2021	Labels approved for shipment from 1 July 2021 up to and including 30 September 2021.

Destination market

The destination market field allows you to narrow your search by specific markets the labels are approved to be shipped to. Selecting one or more options will only find labels that have shipment approval information and have been approved for the markets selected.

Image search

Upload an image to find labels that contain one or more features similar to the image you selected.

Saved images or images taken with mobile devices may be used however only images saved as .jpg, .png or .tiff formats can be used. PDFs must first be converted by using the 'Save as' function and selecting the preceding formats.

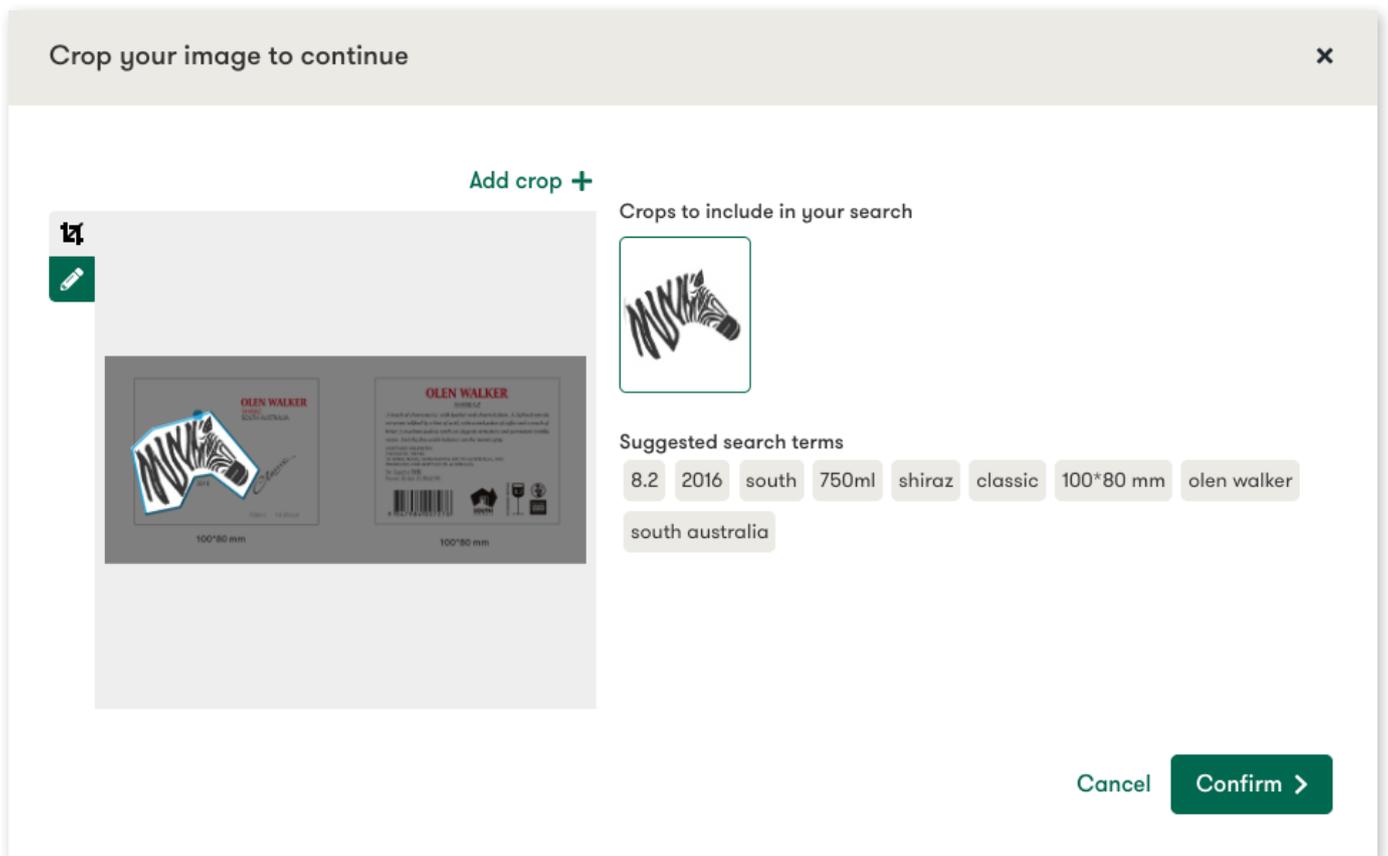
When searching using an image, ensure that the image you upload is of good quality and that the label you'd like to search for is clear. Good images have clear labels that can be selected for search. Bad images are low quality, pixelated or have elements not related to the label design such as text, bar codes, QR codes, etc.

The table below has some examples of good and bad images:

Good images	Bad images
 <p>This is a good quality image, it's clear and focuses on the front label which has unique elements that can be used to search with.</p>	 <p>This image is text and barcode heavy and doesn't have a unique figurative element to search with.</p>
 <p>This is a good quality image similar to the above example and taken from the bad example on the right.</p>	 <p>This image has too many components to it with a lot of unnecessary information that cannot be used in an image search.</p>
 <p>This is a clear, good quality image. Though it's not as ideal as the examples above because there's some background noise, this can be easily removed during cropping (see further below for guide to cropping).</p>	 <p>These images are extremely poor quality. Any crop selected in the full bottle image will not be able to return good results when using image search.</p> <p>The image of the front label, is very low quality and even crops taken out of it will result in very blurry images that won't generate good image search results.</p>
 <p>Another good quality image, similar to example one above it is focused on the front label with no background noise and it has unique elements that can be searched with.</p>	 <p>Back label images are not ideal for searching as there is a lot of text and mandatory information that is repeated on all labels.</p>

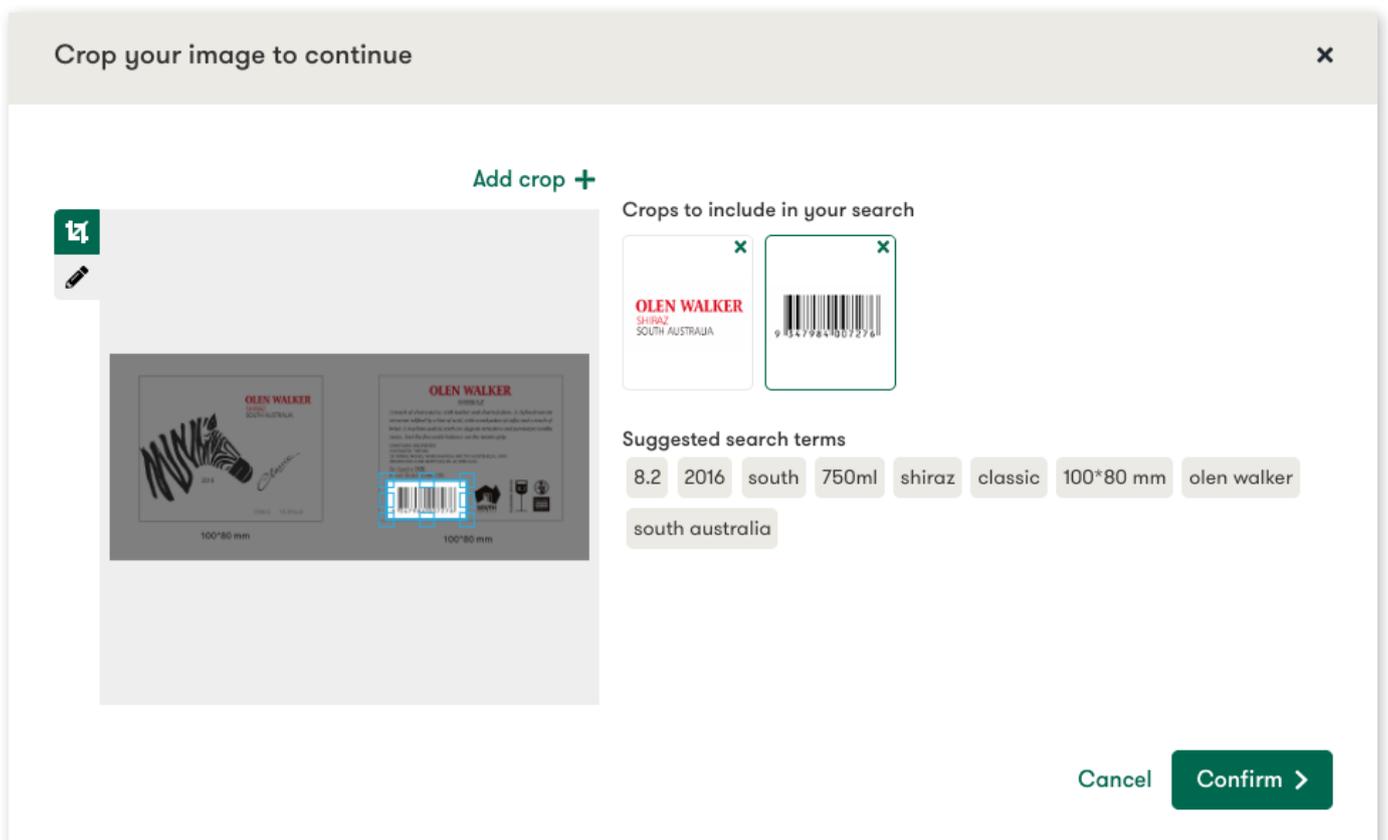
Uploading an image will also allow you to easily identify and select any text within your image and allow you to use that text for searching.

You can add up to three crops of an image to a search. When selecting crops, we recommend that you only include figurative elements in your crops, and not text. This will allow the algorithm to match images that are visually similar to yours:

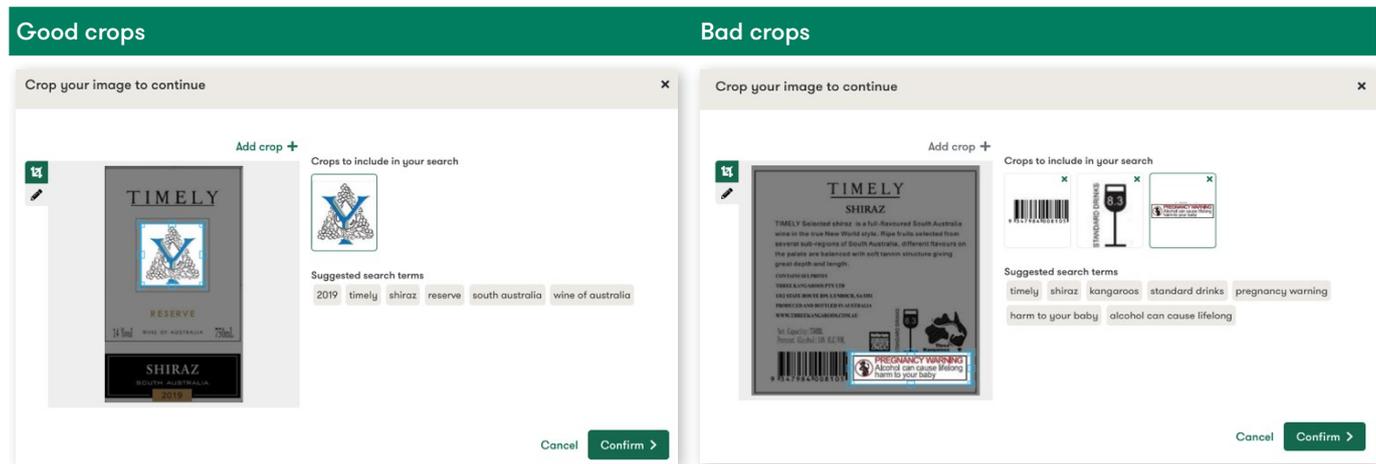


Use the crop tool  to select rectangular portions of the image or the pen tool  to select a more complex part. Using the pen tool allows you to be more precise with your selection (as shown in the zebra example above).

Examples of bad crops:

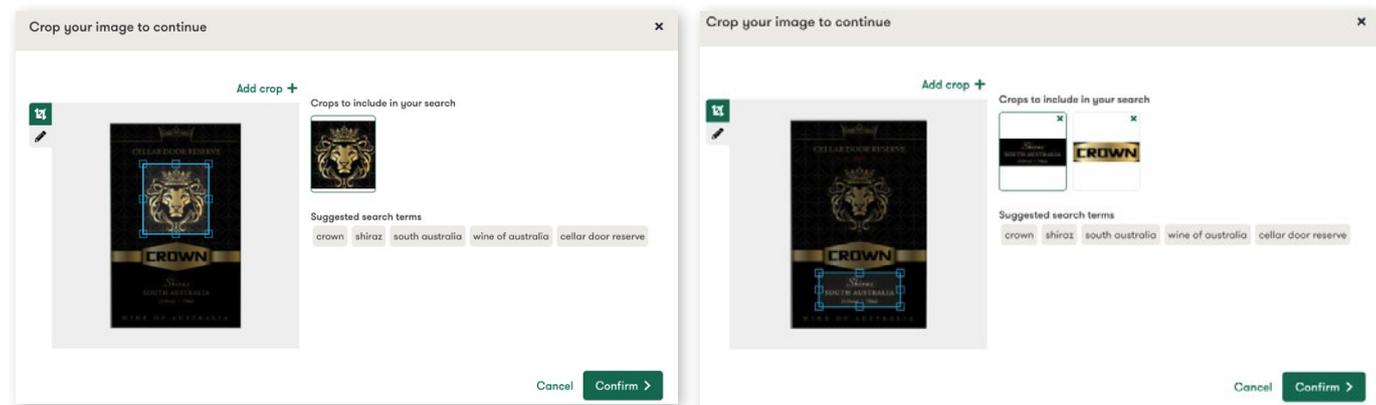


The table below has some additional examples of good and bad crops.



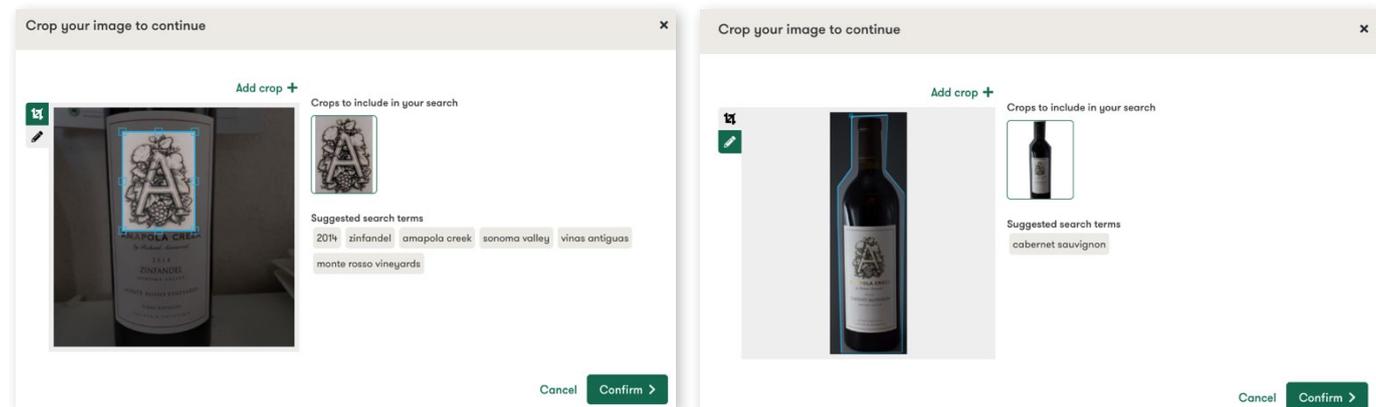
The crop selected is a unique element to this label and is perfect for searching with. Notice no text was included in the image search but the option to add the text in suggested terms is there.

Any crops of barcodes, standard drinks, warning messages or anything that's common to be found on labels and are not unique to an individual label should not be used for searching.



This is an example of a good crop. The most unique, figurative component on the label has been identified and selected for searching.

Cropping text in a label to use in an image search will not produce the best results, particularly when searching for common terms such as variety and locations. Instead, either select the text identified in the "Suggested search terms" or type in your own.

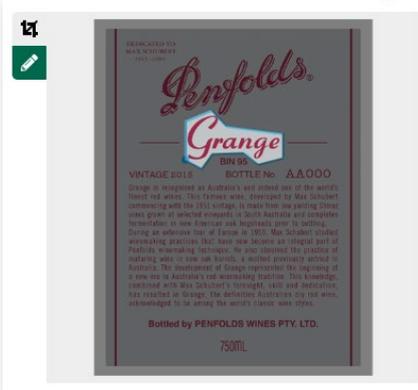


Again, the most unique element on this label has been cropped for searching.

Using an entire wine bottle to search, and not cropping down to an important element, focuses the image search technology on the bottle itself and will only find similar shaped bottles rather than labels.

If the style of text is unique to a brand name, you could crop and search this fancy or stylized text in an image search. However it's important to note that these types of searches will find labels that contain similar stylized text, but not the words within that text. If you wish to search for some words, you should instead use the search terms functionality described above.

For example:

Image crop	Will find	Will not find
	<p>Labels that contain stylized text or font, visually similar to the one used in the Grange selection.</p>	<p>Labels where the word Grange appears in the text, for example on the back label. To find labels that contain the word Grange, use the text search strategies mentioned above.</p>
	<p>Labels that contain stylized text or font, visually similar to the one used in the BAROSSA selection.</p>	<p>Labels where the word Barossa appears in the text, for example on the back label. To find labels that contain the word Barossa, use the text search strategies mentioned above.</p>

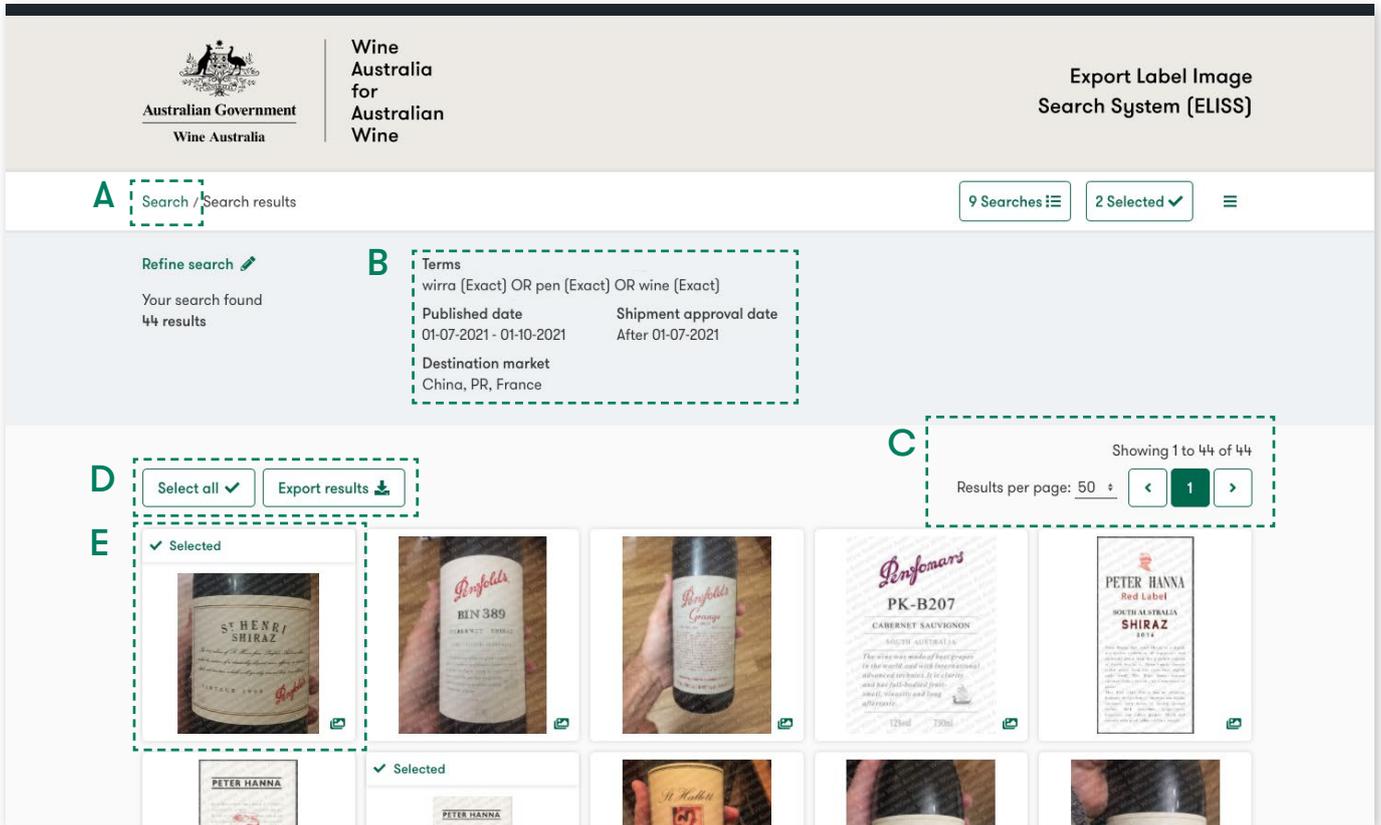


Results

Clicking see results on the search page will take you to the results page, where you can view labels approved for export on the Wine Australia Wine Label Directory.

Navigating the results page

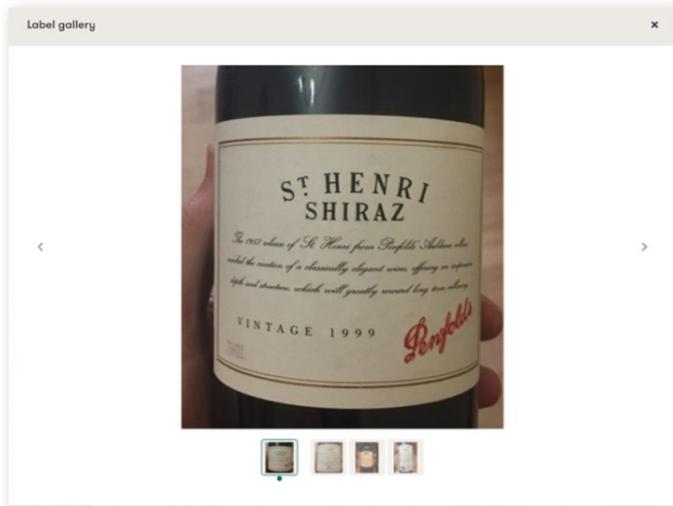
Link to the search page: Use this to edit your current search query and execute a new search.



- A This is a summary of the task.
- B Summary of your search query.
- C Use these controls to navigate to a different page and change the number of results displayed on each page at a time.
- D Select all button: this will select all results on the current page and add them to a shortlist of selected results. Export results: this will allow you to export a PDF report of the current page of results returned by your search.
- E Preview of a label: if available, this will display the front view image. You can access more information about a label by simply clicking on the label preview. This will display additional publication information, such as dates, status, etc.

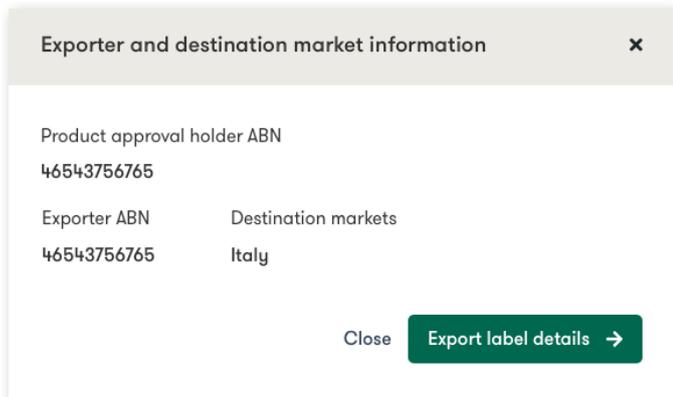


Gallery view: opens a gallery view for the specified label. The gallery view includes both front and back view images. You can also access the gallery view by clicking on any of the images in the label's details view.



View export and market information

Each label detail view has a link to view additional exporter and market information:



You can also export the market and exporter information in the above view to a PDF report using the Export label details button.

Selected Labels

The selected labels page contains a list of all the labels you select for review during your search session.

Australian Government
Wine Australia

Wine Australia for Australian Wine

Export Label Image Search System (ELISS)

Search / Selected labels

7 Searches

2 Selected

Export selected

Showing 1 to 2 of 2

Results per page: 50

Selected

Selected

Label reports

There is a PDF report available for download from the results and the selected labels pages. To export a report, simply use the Export button. If any of the labels in your results have back labels, the directory will allow you to select which back views to export with your report.

Export 50 labels

Select which back views you would like to include in the report.

Select all

Front view Back views

Front view images: 2 labels

Back views images: 4 labels (all selected)

Request for a more detailed report

The reports generated from the directory will only include the information available in each label's details view. If you'd like a more detailed report, please contact Wine Australia by emailing exports@wineaustralia.com.

Search List

The search list page summarises all the searches you executed during the current session.

The screenshot shows the 'Search List' page in the 'Export Label Image Search System (ELISS)'. The header includes the Australian Government and Wine Australia logos, and the text 'Wine Australia for Australian Wine'. The page title is 'Search / Search history'. There are two buttons: '2 Searches' and '2 Selected'. Below the header is a table with columns: Results, Terms, Image, Dates, Destination market, and Actions. The table contains two rows of search results.

Results	Terms	Image	Dates	Destination market	Actions
<input type="checkbox"/> 44	wirra [Exact] OR pen [Exact] OR wine [Exact]		Published date 01-07-2021 - 01-10-2021 Shipment approval date After 01-07-2021	China, PR, France	<input type="checkbox"/>
<input type="checkbox"/> 73					<input type="checkbox"/>

Re-run a search query

You can re-run a search by simply clicking on the magnifying glass on the corresponding search line. This will re-execute the search.

Export a report

You can export the list of searches in PDF or Excel format. Use the checkboxes on the left to indicate which searches you would like to export or choose to export all searches.