

Mobile Acuity's visual recognition platform powers a Nokia Interactive marketing campaign recognised for innovation and creativity at the mobilemarketing08 awards

- Mobile Acuity's visual recognition platform has enabled Nokia Interactive to win the *Most innovative use of technology in mobile marketing* and *Best creativity in mobile marketing* categories at the mobilemarketing08 awards
- The Company's visual recognition platform powers *Shoot & Score*, a mobile marketing campaign created by Nokia Interactive and Mobile Acuity for one of the world's largest mobile operators

Edinburgh – 24th March 2008 – Mobile Acuity has announced that their visual recognition platform has enabled Nokia Interactive, a global leader in mobile marketing, to win two out of the twelve categories at this year's mobile marketing awards which was held in London on the 6th of March. The event is the annual gathering of the UK's mobile marketing industry where excellence within this growing sector is recognised. Anthony Ashbrook, founder and CEO at Mobile Acuity said, "Our mobile visual recognition platform, snap2win:play™, has allowed Nokia Interactive and their partner, one of the worlds largest mobile operators, to lead the mobile marketing industry in terms of technical innovation and campaign creativity. The campaign took first place in both the *Most innovative use of technology in mobile marketing* and *Best creativity in mobile marketing* categories."

Mobile Acuity's powerful visual recognition platform can take a poor quality image from a camera phone, match this to an image database and determine precisely where the consumer is pointing their handset over the image. The winning campaign uses this capability to allow consumers to take football penalties with their camera phone by pointing at a printed poster of a soccer goal. Mobile Acuity's platform allows visual recognition campaigns to be created in just a few minutes with an easy to use web based campaign creation tool.

About Mobile Acuity Limited

Mobile Acuity is pioneering the use of the camera phone as an innovative mobile marketing tool and as a new way to search for digital content by pointing and clicking. Their snap2win™ mobile marketing platform allows consumers to connect with a brand by pointing their camera at an advertisement or product. The service works on any camera phone on any network without needing to install special software on the consumer's handset. Snap2win™ utilises Mobile Acuity's world class mobile visual recognition technology which can automatically identify known objects in a consumer's picture message or video stream.

The company was founded in 2006 with financial backing from Imprimatur Capital. Their first product, snap2win™, was launched in 2007 and has quickly been adopted by a number of leading global brands as part of their mobile marketing strategy.

About Imprimatur Capital

Imprimatur Capital is an international operational investment business headquartered in London that employs its own capital and focuses on accessing early stage, intellectual property based assets (or 'IP Equity').

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