

Mobile Acuity technology receives 5th award of 2008 and successful mobile entrepreneur, Chris Wade, is appointed as Chairman

- Mobile Acuity is awarded "Best Mobile Software Solution" at the 2008 Scottish Software Awards
- This follows 4 other awards from the mobile marketing industry in 2008 that recognize leading innovative campaigns in the UK , Europe and US
- Veteran entrepreneur Chris Wade joins the company as Chairman to lead international business development and support corporate activity

Edinburgh – 3rd December 2008 - Mobile Visual Interaction technology company, Mobile Acuity, has continued to receive recognition for its innovation in the Mobile Marketing Industry. On the 28th of November the company won the "Best Mobile Software Solution" category at the 2008 Scottish Software Awards held in Glasgow.

The company has developed a technology platform that enables interactive marketing campaigns to be created from static media such as print advertisements, posters and billboards. The company was the technology provider behind the Vodafone Champions League "Shoot and Score" program where users were able to shoot goals using their mobile phone's camera. The technology also supports colour recognition that has enabled a number of leading brands to introduce a "create a product in your favorite colour concept" where consumers send a photo using their mobile camera and receive a bespoke product. The company's latest and 5th award in 2008 was in recognition of a campaign using their blue screening technique that enables people's faces to be automatically recognized and then transplanted to a fun video that is sent back to the user's mobile phone. The project was completed in conjunction with Nokia Interactive on behalf of their client, Vodafone.

In a separate announcement, Mobile Acuity also reported the appointment of Chris Wade as Chairman of the Board. Mr. Wade was

previously CEO of location technology company Cambridge Positioning Systems (CPS). CPS was sold to Cambridge Silicon Radio in late 2007, and Chris has since been active as an "Entrepreneur in Residence" at Imprimatur Capital and has been significantly involved in Mobile Acuity for the last 6 months.

Chris Wade commented, "Mobile Acuity has a unique technology that enables consumers to visually interact with brands in creative and interesting ways using camera phones. The company has significant endorsement from some of the world's best known retailers and has industry recognition by way of the number of awards received by the company and its clients in 2008. The creativity of the founding team and specifically the CEO, Dr Anthony Ashbrook, has resulted in a 2nd generation mobile visual interactive solution. I believe there is an increasing demand for low cost mobile marketing solutions that have interaction with the consumer at the core of their design. The company's dominant position in the UK is a useful platform for our international expansion.

About Mobile Acuity

Mobile Acuity is a technology company enabling interactive brand marketing campaigns using their visual processing platform. The company was incorporated in January 2006 and has received venture capital from investors including Imprimatur Capital and Scottish Enterprise. The company is a University of Edinburgh spin-out and is supported by the Scottish Enterprise High Growth Startup Unit.

The company's software platform has a number of core features enabling new capabilities in the area of interactive mobile imaging. In addition to their industry leading image recognition capability, the "image zoning" technology can determine which section of an image the consumer is pointing at and return an appropriate response. Another innovative feature of the platform is the colour ID system that analyses the dominant colours present in an image and bases the response on that. The platform's virtual bluescreen service can accurately extract a portion of an image and reuse this within the response returned to the user. All of these features allow advertisers to make mobile campaigns with a much greater degree of consumer interaction and engagement.

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