

Mobile Acuity brings unique "Visual Interactivity"™ to Mobile Marketing on the Android and iPhone Platforms

- Mobile Acuity's patented Visual Interactivity™ technology to be made available through API's so mobile developers can build engaging mobile marketing applications on Android and iPhone.
- Mobile Acuity will present at the Mobile World Congress: **Mobile Advertising - Moving to the Strategic Level**, February 19th, and will demonstrate the "You Rockstar" mobile marketing application on Android using "Face Finder"
- Mobile Acuity will make the "You Rockstar" application available for free public download during the congress from www.mobileacuity.com/developer/yourockstar

Barcelona – 9th February 2009 - Mobile Acuity, the global pioneer in mobile visual technology, has announced that it will be making its patented and award winning Visual Interactivity™ technology available for incorporation into applications on the Android and iPhone platforms. SDK's for other mobile platforms are to be made available later.

Visual Interactivity™ is a unique way to let consumers interact and engage with the world using the camera on their mobile phone. Having already been used in several award winning mobile marketing campaigns around the world, the release of the Android and iPhone API's will bring these new features into the rapidly growing world of mobile marketing applications.

Mobile Acuity's Visual Interactivity™ technologies include:

- *Image Recognition*
- *Image Zoning*
- *Colour ID*
- *Virtual Blue-screening*
- *Face Finder*

Chris Wade, chairman of Mobile Acuity commented, "Mobile Acuity's Visual Interactivity™ solution is a unique technology that lets consumers engage with brands in creative and interactive ways. In the long term I believe that the mobile phone will become the primary device for people to interact with an increasingly digital media world and Visual Interactivity will be an

essential part of that relationship. The success we've had so far with mobile campaigns is evidence that this will be an important part of mobile marketing going forward."

Over the past year, the world of advertising and marketing has seen an explosion in the use of mobile applications for marketing campaigns. A primary reason behind this growth is that mobile applications can often provide a much deeper level of consumer engagement than ordinary WAP or mobile web sites.

Dr Anthony Ashbrook, founder and CEO of Mobile Acuity said, "Our Visual Interactivity™ technologies lend themselves perfectly for use in mobile marketing applications. By publishing these API's, we are enabling mobile agencies and mobile developers everywhere to incorporate these exciting new capabilities into their campaigns. Now the only limit is imagination and creativity!"

About Mobile Acuity

Mobile Acuity is a technology company enabling interactive brand marketing campaigns using their Visual Interactivity™ 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 spin-out of University of Edinburgh, the leading UK University in Computer Science and Informatics.

In addition to their industry leading image recognition capability, Mobile Acuity's Visual Interactivity™ technologies include many other features.

- *Image Zoning* determines which section of an image the consumer is pointing at and returns an appropriate response.
- *Colour ID* analyses the dominant colours present in an image and uses these to create a customized response.
- *Virtual Blue-screening* can accurately extract the foreground of an image and reuse this within the response returned to the user
- *Face Finder* can accurately extract faces from an image and reuse these within the response returned to the user

These features allow advertisers to create mobile campaigns with a much greater degree of consumer interaction and engagement.

Press Contacts

+44 (0)131 472 4732
press@mobileacuity.com