

Mobile Acuity

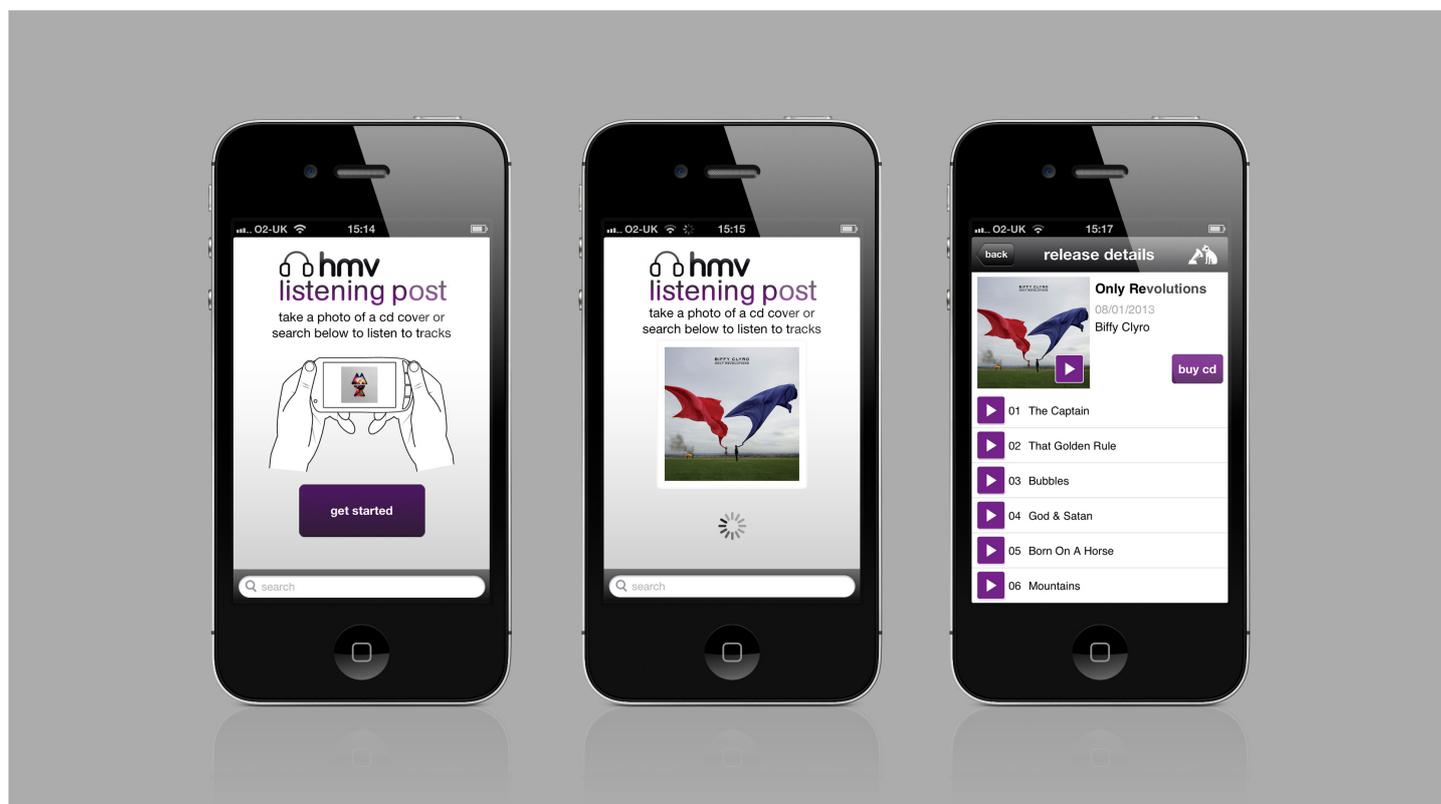
Product Datasheet **Cloud Mobile Visual Search**



Phone 0131 668 6980
Email info@mobileacuity.com
www.mobileacuity.com

Mobile Acuity Limited
Appleton Tower 6.08, 11 Crichton Street
Edinburgh EH8 9LE





Patented image recognition technology that maintains integrity of brand message and eliminates the need for QR codes

- Integrate Mobile Visual Search (MVS) easily into own branded mobile applications
- Quick setup using intuitive web-based control panel or web-service API
- Highly scalable to support millions of images
- Real-time analytics

Mobile Acuity is the pioneer of visual search technology solutions for mobile devices. Our patented software bridges the gap between offline and online media by linking printed material and physical objects with digital content, social media, commerce and marketing activity. It enables brands, retailers and publishers to better engage with their customers, seamlessly integrate communications channels, aggregate content and enhance the consumer experience.

Whether you are looking to support large-scale campaigns and product databases containing millions of images, or seek a more cost effective option, Cloud MVS is the optimal solution for you. With a simple 'point and click' action using the mobile device's built-in camera, consumers gain access to your content within seconds.



Own-branded (white label) solution

Our Cloud MVS solution enables you to integrate market-leading image recognition software into your own branded consumer applications easily – bypassing the need for QR codes and other unsightly visual cues. A simple web-service API ensures that integration with your mobile app is quick and seamless and also provides the ability to automate the management of the image database.

Self-serve control panel

Getting started could not be easier. Our user-friendly online control panel allows you to set up your image database within minutes. From our website (www.mobileacuity.com), you can create your own account which allows you to upload, configure and manage all the images. Anytime you wish to change or add a new campaign just 'login'. This can be done without any prior experience of mobile visual search or any developer knowledge.

Scalable solution

A large variety of print and highly textured images such as magazines, brochures, DVDs, branded labels and printed packaging, can be searched and matched and is completed with near real-time response (depending on network). So when the consumer 'points and clicks' their smartphone camera at a specific image or object, marketing and digital content is presented quickly and seamlessly. The database can be scaled to millions of images – whether you wish to implement a single campaign or include your entire product catalogue.

Real-time analytics

Detailed analysis and reports on consumer behavior and campaign results are also available through our online control panel, such as top ten items searched, number of times searched and time period. This allows you to monitor, in real-time, the success and ROI of marketing activity and campaigns.

Leading brands, retailers and agencies worldwide have implemented Mobile Acuity's image recognition technology, so you know that our Cloud Mobile Visual Search solution is tried and tested; successfully matching millions of images and providing a fast, accurate and immersive brand experience for your customer.