
PRESS RELEASE

Tagit launches new mobile image recognition technology for Camera Phones

October 17, 2005



Connecting Brands to People

Tagit Pte Ltd, a Singapore-based mobile solutions company, today announced the launch of its new mobile image recognition technology which will enable camera phone users to interact with any media channel or physical space for the purpose of obtaining information, casting a vote or making a purchase of any advertised brand product or digital content.

The Tagit mobile image recognition technology consists of a system of visual tags with digitized codes which can be attached to any physical space or media channel, thereby enabling anyone with a camera-phone to establish an immediate connection for instant response. This technology was showcased at the recently-concluded "Incentive Travel and Conventions, Meetings Asia/Corporate Travel World Asia-Pacific 2005" (IT&CMA/CTW) held at Pattaya, Thailand, from October 11 to 13.

Tagit coded tags were printed on every CTW delegate's registration badge, which allowed organizers to easily monitor and control access to three special certification sessions held during the three-day event. Tagit technology was also used for image-based voting for the best speaker ("Stickiest Guru") and best social event held at the show ("Stickiest Function"). Delegates used camera-phones loaded with the Tagit application to capture visual tags fixed next to their preferred candidate and event. The process was simple, convenient and highly effective. It did away with paper ballots, and the organizers were able to get instant, real-time information within seconds.

Ms Philla Tan, Project Manager for the event, which was organized by TTG Asia Media Pte Ltd, said "this was our first experience with Tagit technology at a major regional show and it worked smoothly! The use of tags with camera phones is certainly an innovative and effective way to manage a large event which requires precise and timely information. We will use this again without hesitation for future events and trade shows organized by our company."

Mr Ranjan Kapur, Chairman of Tagit Pte Ltd said that “increasing adoption of camera phones opens up a whole new range of possibilities for enterprises who want a quick, accurate, and low-cost solution for their businesses. Tagit applications cut across the board to offer solutions for any business function relating to inventory management, tracking of people or assets and information retrieval and management.”

How does Tagit work?

It is a simple process which starts with one snap of the camera-phone by which a user captures the “tagged” image. The Tagit application software (downloaded on a camera phone via SMS or on the Internet) then sends the image to the Tagit server for decoding. Once the tag is decoded it can connect to meta data associated to the tag, thus enabling the user to obtain information about the product or service in both text and visual form. The receiver can share the information – such as photo images, songs, video clips, games or texts in any language -- with family and friends, passing it on either to their mobile phones or to their internet email address. The user may decide to make a purchase through the transaction feature in Tagit, which will connect the user directly to the e-commerce site of the business.

The following illustration is a visual representation of the Tagit application:

Tagit
CONNECTING BRANDS TO PEOPLE

CONNECT to the world with TAGIT
New Tag decoding Technology Enables Instant Connection With Use of Camera-Phones!

1 CREATE
Tag any text, blogs, websites or images

2 SNAP
Receiver captures Tag with Camera-Phone

3 CONNECT
Anyone is linked to your text, Blog or photo images

An innovative idea with the potential to reach millions of mobile phones users the world over - instantly! Unlimited applications in direct marketing, print and TV media, advertising and sales promotions, consumer branding, and enterprise use for data and asset tracking, identification and information dissemination.

www.tagit.tv www.kooltag.com

Tagit
CONNECTING BRANDS TO PEOPLE

TAGIT's Open Platform CONNECTS to any type of Codes

DEBAROMARKET TAGIT CODE QR CODE

THE TAGIT PROCESS

Step 1 CAPTURE TAG

Step 2 SEND TO TAGIT SERVER

Step 3 RECEIVE CONTENT

CONSIDER ANY OF THE FOLLOWING APPLICATIONS

1. M-Coupons
2. M-Tickets
3. Digital Content
4. News
5. Blogs
6. URL links
7. Location-Based Service
8. Voting
9. Image-based Search
10. Urban Games
11. Auctions
12. M-Commerce
13. Inventory tracking
14. Tourist Information

and many more!...

THE POSSIBILITIES ARE LIMITED ONLY BY YOUR IMAGINATION!

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Tagit has developed a universal decoding engine which runs on an “open platform,” which means that any type of digitized codes, including its own the proprietary Tagit.Code, can be decoded by it. The popular QR Code from Japan and the 2D DataMatrix Code commonly used in Europe and North America can all be decoded by Tagit.

About Tagit:

Tagit Pte Ltd is a Singapore head-quartered company run by an international management team and with offices in India, Malaysia and the United States. It has developed its own proprietary mobile application which can be used on symbian and J2ME mobile phones. The company also has lodged patents for its own proprietary 2D codes and a payment authentication system using 2D codes.

Tagit is rolling out its patent-pending technology in Asian markets such as India, China, Singapore and Malaysia this year, and next year will introduce it to other major markets such as Australia, Middle-East and Europe.

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