

Press release

kooaba

World's first app for image recognition with the iPhone

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9/9/08 ETH Zurich spin-off links the physical world to digital content with an application for the iPhone.

**Press release
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Zürich 9/9/08 Swiss company kooaba presents ‚kooaba search‘, the worldwide first application for visual search on the iPhone. Using kooaba’s image recognition application, customers can simply ‘scan’ posters of current movie releases. As a result, users receive relevant information about the movie on their iPhone. This includes trailers, reviews, information about actors, or links to merchandising material. Every request is also saved in a history, which allows a faster access for repeated requests.

Recognition of CD covers, DVD covers and games will be added to the service in a few months. kooaba’s search service currently focuses on the German speaking market, but will be expanded to other countries in the near future.

„Image recognition for mobile phones is one of the most promising mobile search functions, since it delivers relevant information and services on the mobile Internet in a very convenient way.“ explains Dr. Herbert Bay, co-Founder and CEO of kooaba.

‚kooaba search‘ is now available for free in the official ‚Apple App Store‘. Further information is available on www.kooaba.com.

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About kooaba

Kooaba is one of the leading providers of image recognition solutions for mobile phones. Founded in 2006 as a spin-off of the ETH Zurich, kooaba links the real world with mobile content. Everyday items become information carriers and can be linked to the World Wide Web. Well-known European companies use the innovative technology of kooaba.

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