



Cortexica Announces Free Distribution of Award-Winning API

London – September 8 2011 – Visual Search and recognition developer Cortexica Vision Systems today announced it will be distributing its award-winning VisualSearch™ API to Mobile App developers for free, for a limited time.

VisualSearch™ is an award-winning visual recognition platform, based on the principles of the human visual cortex, which allows any web-enabled mobile device to connect to its image recognition servers to determine the content of a digitally captured image.

The visual recognition platform captures all the different key aspects of an image and is so advanced the software can even follow the brush strokes of an oil painting. From the successful recognition of an image, any App developed with VisualSearch™ can then return relevant content back to the user/consumer.

Speaking from Cortexica's Imperial College HQ, CEO Iain McCreedy explained the company's reason behind the free distribution. He said: "We want to give Mobile App developers the chance to experience what we at Cortexica can really do for them, without them feeling under any pressure to commit straight away. We're confident that after trialling the API for free, they will want to keep using our technology in their mobile applications."

Cortexica's API has been designed to 'see' images in the same way a human eye would look at them. Much like human visualisation, the technology automatically adapts to recognize objects and images within a wide variety of challenging conditions. Ranging from poorly lit, and partially obscured scenes, all the way to reflective, small, rotated images such as car badges. It has been proven to cope extremely well with all manner of conditions.

To showcase the quality of the API, even in its early days, Cortexica launched two iPhone applications for wine recognition – Tesco Wine by the Case and Cortexica WINEfindr. Following on from the success of these apps, and the creative potential behind them, Cortexica made the decision to open its API to other app developers.

The API will be available to developers for free until 1st January 2012. Recognized for its visual recognition platform, Cortexica was recently named one of the Top 50 Mobile Innovators in the UK by Mobile Entertainment. The company is also a member of the Microsoft BizSpark *One* program, identifying a small number of high-potential startups in the Microsoft BizSpark program composed of more than 40,000 companies from over 100 countries around the world. "The BizSpark *One* program includes some of the strongest startups in the industry with the biggest potential for continued success," said Matthew Clark, Senior Director of the Emerging Business Team at Microsoft Corp. "We think Cortexica's vision system presents exciting new experiences and value for consumers and businesses."

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About Cortexica

Recently listed as one of Mobile Entertainment's Top 50 Mobile Innovators, Cortexica Visual Systems Limited was formed in 2008, following six years of research at the hands of Dr Jeffrey Ng and Dr Anil Bharath in the Bioengineering labs of Imperial College London.

Bharath and Ng effectively modeled how human neurons react to visual stimulus, accurately mimicking the Primary Visual Cortex together with its indifference to variance of lighting conditions, orientation or geometric distortion. The research team built a computerized cortical key-point based image recognition technology upon which modules for different applications of image recognition can be affect a product or service – such as looking for a logo in a stream of video, recognising a human face or matching an image against a database of images. For more information visit www.cortexica.com

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