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Cortexica Launches VisualSearch API
New Image Recognition Platform Modeled on Human Visual Cortex

London – 8th June 2011 – Technology provider Cortexica Vision Systems today announced the launch of its VisualSearch™ API, a visual recognition platform that allows any web-enabled device to connect to its image recognition servers to determine the content of a digitally captured image.

Aimed at enabling brands to directly engage with consumers via their mobile device, bypassing the need for barcodes such as QR codes or text search, the VisualSearch™ API links to a vision platform, which is based on the principles of the human visual cortex.

It has been designed to see and process images in the same way as a human brain would when capturing all the different aspects of an image, and is so advanced that the software can even follow the brush strokes of an oil painting.

Much like human vision, the technology compensates for poor lighting conditions and can identify an object of interest even when occupying only a small part of an image.

As well as its speed of recognition and robustness against image distortion, Cortexica's API is unique amongst other visual search platforms in the convenience and speed at which a brand's image database administrator can add new pictures to the live system.

Building on the expertise gathered during the release of two showcase iPhone apps, and aware of the creative potential within the app developer community, Cortexica is now making its technology available to others.

Co-Founder and CTO, Dr Jeffrey Ng Sing Kwong, based at Cortexica's research unit at Imperial College London, along with fellow researcher Dr Anil Bharath, said the development would open up new doors for visual search.

He added: "We aim to concentrate our core R&D resources on advancing the visual recognition platform, while putting the right tools in the hands of developers to help monetise their vertical sectors.

"This is a great user-engagement tool to connect the physical world with the virtual. Brands will have a captive audience of end-users who have taken a picture of their products or promotional material, and these end-users know they will have a rich digital user experience crafted by high-profile brands."

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About Cortexica

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 computerised cortical key-point based image recognition technology upon which modules for different applications of image recognition can 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, please visit www.cortexica.com

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