



Cortexica Vision Systems Appoints New Executives

LONDON, JUNE 15, 2011 – Visual search and image recognition technology supplier Cortexica Vision Systems has today announced the appointment of Malcolm Bird as its non-exec Chairman and Iain McCready as CEO.

An experienced Director, Malcolm has an established track record in growing technology companies in the mobile, Internet, hardware and software areas.

As Technical Director with Acorn Computers Ltd, he played a key role in business development and negotiation in the joint venture between Apple, Acorn and VLSI Technology that became known as ARM Ltd.

Founding non-executive director of ARM until 1997, Malcolm has since held the post of MD of Phone.com Europe, was a Venture Partner with Deutsche Bank Capital Venture Partners, and held various other exec and non-exec positions.

Iain joins the board from NeoMedia Inc, the world leader in barcode creation, capture, delivery and reading technology for use in the ticketing, couponing, publishing and marketing sectors.

With over 25 years experience within the world's Telecommunications and IT Industries, he has achieved significant success in growing businesses internationally including mobile barcode pioneers Mobiqu Limited, technology management company ScoLocate, and KSCL, a leading supplier of billing applications to mobile operators.

Jeffrey Ng, Cortexica's CTO and Co-Founder, said: "Having Iain and Malcolm on board is a very positive step forward for Cortexica. Their combined experience and extensive commercial knowledge of the industry will enable us to take our technology to market in a focused manner, leading us to profitable growth."

Malcolm comments: "The years of R&D that have gone into Cortexica's technology have led to something very innovative. I'm pleased to have joined this forward-looking company at the start of a very exciting time for all concerned."

Iain added: "This is an exciting time to join Cortexica. With so much activity the opportunities are significant. Both Malcolm and I are delighted to be able to play our parts in helping the company fulfil its potential."

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 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.

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