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Realeyes3D Cracks 1D Bar Code Scanning For Mobile Market

M-Commerce market poised to explode thanks to new, exclusive deblurring technology that enables one-click 1D bar code decoding from camera phones

(San Francisco, CA– January 24, 2008) –Realeyes3D, a pioneer in mobile imaging applications and services for camera phones, and a trusted player in mobile document scanning with the award-winning Qipit service, today announced that it has “cracked” a key mobile commerce challenge: Making 1D bar codes readable with about any camera phone. The 1D barcode is the familiar striped stamp that is on everything from a bag of potato chips to your cell phone battery, and its decoding required dedicated optical readers until now.

RealEyes3D’s “one-click” 1D bar code deblurring technology, currently in pilot testing phase with major wireless carriers, relies on a breakthrough proprietary image processing technology that restores 1D bar code images shot from a camera phone, and enables them to be read with virtually any camera phone model available in the market.

As one of the most ubiquitous ways to store machine-readable information, barcodes create a link between physical objects and digital information. Regular 1D bar codes are everywhere, printed on billions of products worldwide and already linked to a vast number of both free and commercial databases.

Drawing on its over five years experience designing and marketing successful mobile imaging applications, Realeyes3D’s invention leapfrogs the main blocking point for reading a 1D bar code from a mobile photo: the blur of the bar code lines. Most of the time, the small size of 1D bar codes makes it difficult for a camera phone user to take a photo of the code that is not blurred. When shot at a close distance, beyond the minimum focus distance of most camera phones, bar code lines become blurred in the image. The information they represent is destroyed, thus preventing correct decoding. This, together with the variety of bar code sizes, surfaces on which they are printed, and the poor quality of pictures of 1D bar codes produced by most camera phones, did not allow until now for mass-market commercial-grade 1D bar code mobile scanning. Only larger 1D bar codes could be decoded up until now with high-end camera phones (which feature either a macro mode or an auto focus lens), thus limiting the adoption of mobile 1D bar code scanning to a few pilot implementations and early adopters.

“Our technology dramatically increases both the number of camera phones that can be used for 1D bar code scanning and the decoding performance of any camera phone, by increasing the number of bar code pictures that can be read,” said Benoit Bergeret, founder and CEO of Realeyes3D. “Our unique deblurring technology enables mobile 1D bar code scanning to considerably expand its scope and accelerates the introduction of one-click m-commerce applications for the benefit of all camera phone users -- not just for high-end users anymore.”

Mobile 1D bar code scanning has a market adoption potential that far exceeds that of mobile 2D bar code scanning, because 1D bar codes are already present on myriads of manufactured goods and printed content. On the contrary, 2D barcodes still have to be affixed on goods and content.

Commercial-grade mobile 1D bar code scanning will reduce the time-to-market and go-to-market costs of mobile barcode decoding solutions, thus enabling in the near future a large number of m-commerce applications, such as in-shop competitive price comparison, instant access to product information, purchase of content and goods on the go, and many more.

RealEyes3D’s mobile 1D bar code decoding technology is available either for embedding on handsets or as a server library. It can also be deployed in any back-end architecture supporting 2D bar code decoding and is compatible with the decoding of all 1D bar code formats. Handset manufacturers willing to integrate mobile barcode deblurring in their devices will benefit from Realeyes3D’s extensive experience developing and integrating embedded mobile imaging applications in over 50 million handsets to date.

Differences between 1D Bar Code and 2D Bar Code:

Sample images available

1D bar code	2D bar code
Examples: Plessey, UPC, EAN13, code 39, code 128, OneCode	Examples: PDF147, Data Matrix, MaxiCode, QR code, Semacode, mCode, EZcode
A “stamp” of alternative black and white vertical lines, possibly of varying width and spacing.	A square-shaped “stamp” made of smaller black squares on a neutral background (often white)
Adopted by the retail, manufacturing, pharmaceutical and logistics industries as well as postal services world wide for decades	Used for m-commerce, with specific codes developed for camera phone scanning; standardization has already occurred in Japan (QR code)
A mature field, with a stable ecosystem and standard formats with clearly identified preferred areas of use	Requires an ecosystem of partners to be used in applications: from the content / goods provider to the equipped camera phone, and the multiple carrier-hosted platforms used for referencing and connecting decoded codes to the goods / contents / services / applications. Because 2D bar codes are a recent technology, they have not been used widely in any industry and therefore needs to be printed / displayed on the goods and / or support (i.e. an ad sign, a business card, a manufactured toy, the pages of a magazine) so that it can be read. This means that the time for the dissemination of the barcodes to a level that makes m-commerce a standard behavior is very significant, especially as standards have not been set yet (outside of Japan). The absence of a standard also increases the risk for the mobile industry bar code decoding ecosystem, who might end up investing on the "wrong" code.
Developed to be read ("decoded") by a non-photographic optical system which involves a dedicated hardware device (that can be hand-held (i.e. UPS drivers' "gun") or embedded in a machine (i.e. in food stores cash registers)	Developed to be read (“decoded”) from a photographic or video image
Usually embed only a code information; May involve a registry database that matches the code with a reference or product which is then passed on to an application	Depending on format, may embed more information than 1D bar codes, such as an URL, a product name, or business card information
Used in all applications for which only a reference is required and which use a repository database or a look-up table	Excel in applications for which a lot of data needs to be encoded in the barcode of for user-generated barcode applications

About Realeyes3D

Realeyes3D designs, develops and sells award-winning embedded applications and wireless data services for users of camera phones. Realeyes3D applications enable new camera-based features and services in the areas of personal productivity, mobile messaging, user interfaces, gaming, and more. Realeyes3D enables camera phone manufacturers, mobile operators, and mobile content specialists to increase their value proposition to consumer and professional camera phone users. Founded in 2001 and based in Paris, France, Realeyes3D has offices in

Tokyo, Hong Kong and San Francisco. Realeyes3D customers include top-tier global handset manufacturers and mobile operators. For more information, visit <http://www.realeyes3d.com>.

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