



**A BRAND OF**



**Evryx's Patents:  
Comprehensive & Robust:  
*Nearly A Decade of the  
Best Technology in Mobile Search***

#### **Evryx Technologies: Issued Patents**

Evryx uses its patented image recognition technology to transform mobile phones into extraordinary Discovery Devices™. With an unprecedented image matching accuracy rate at higher than 96%, strategic partnerships continue to increase. Simply by taking a photo or describing (by voice) a product, you can link directly to brands and receive instant information – from comparing prices, to making purchases directly through your mobile phone. With five issued patents, one on the way in March 2010, and 28 pending globally, Evryx continues to expand its intellectual property footprint.

Evryx's main patents (7,016,532 and 7,403,652) go back to November 2000, providing a significant lead and competitive advantage over our competitors. The following is an overview of Evryx's patents:

- US Patent No 7,016,532 (issued on March 21, 2006, priority date November 2000) entitled “Image Capture and Identification System and Process” is Evryx’s core patent. This Patent was filed in 2001 and embodies 16 Claims covering the process of using a telephony device (mobile phone) camera to send a picture (i.e., of a flat, static image such as a print advertisement as well as a physical object like a car, object, human being, tree, etc.) to a database, where it is matched to a like image, and then information or a web link tied to that image is returned to the phone.

- US Patent No 7,403,652 (issued July 22, 2008, priority date November 2000) entitled “Image Capture and Identification System and Process” broadens coverage to include image recognition performed in any combination of a server and mobile phone, as opposed to image recognition performed only in a server.

- US Patent No. 7,477,780 (issued January 13, 2009, priority date November 2001) entitled “Image Capture and Identification System and Process” covers using a specific type of image processing as part of the image recognition used to identify and link information to objects.

- US Patent No. 7,565,008 (issued July 21, 2009, priority date November 2000) entitled “Data Capture and Identification System and Process” covers an identification method and process for objects from digitally captured images that use data characteristics to identify an object from a plurality of objects in a database. The data is broken down into parameters such as a Shape Comparison, Grayscale Comparison, Wavelet Comparison, and Color Cube Comparison with object data in one or more databases to identify the actual object of a digital image.

- US Patent No. 7,564,469 (issued July 21, 2009, priority date August 2005) entitled “Image Capture and Identification System and Process” covers methods of interacting with a mixed reality object. A mobile device captures an image of a real-world object where the image has content information that can be used to control a mixed reality object through an offered command set. The mixed reality object can be real, virtual, or a mixture of both real and virtual.

Evryx will receive its 6<sup>th</sup> US Patent (“Use of Image-Derived Information as Search Criteria for Internet and Other Search Engines”, priority date August 2005) in March 2010. This patent specifically relates to capturing an image of an object with a mobile phone, identifying the object, using the identity of the object to determine keywords, sending the keywords to a text Internet search engine (e.g., Bing, Google, Yahoo, etc.), and returning the resulting conventional search results to the user. What differentiates this patent from the others is that it covers the process of capturing an image(s) via camera phone for use in creating a text search.

Due to the breadth of its portfolio and early priority date(s), Evryx's IP position is very strong and the claims of our 2 fundamental patents (7,016,532 and 7,403,652) provide extensive coverage across the spectrum of mobile search. These are process patents and are independent of implementation technology.

### **Evryx Technologies: Patents Pending Globally**

As noted above, Evryx has 28 patents pending in the USA, European Union, Japan, Korea, China, Canada, India, Brazil, and Hong Kong. In addition to the concepts covered by issued US Patents 7,016,532 and 7,403,652, the pending patents address the following:

- **Visual Front-End to Text Search:** Capturing an image of an object with a mobile phone, identifying the object, using the identity of the object to determine keywords, sending the keywords to a text Internet search engine, and returning the resulting conventional search results to the user.
  
- **Interaction Based on Image Recognition:** Interacting with an object (e.g., a vending machine, an interactive advertising screen, or a TV) by establishing a communication link between a mobile phone and the object based on identifying the object via capturing an image of it.
  
- **Interaction with Mixed-Reality Objects:** Interacting with an object, as in the previous concept above, but pertaining to objects that are "semi-virtual", meaning that they have aspects in both the physical and virtual worlds. This is useful in, for example, purchasing physical objects that are represented virtually on a phone screen, game interactions with real-world objects, etc.
  
- **Visual Radar:** As a user moves his mobile phone, objects that are "clickable" are identified in real-time on the mobile phone screen, thus indicating to a user those objects that he may click with his phone.
  
- **Multi-Modal Search:** A combination of data inputs are used to identify objects and provide information to users. This includes combining visual search with voice search, audio identification, location, and other information.