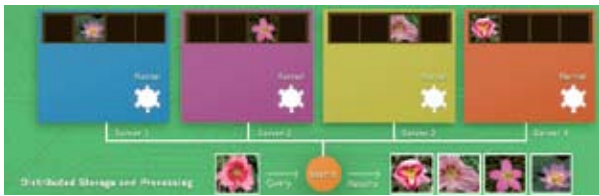


# Making the web a more visual place



Bryan Calkins (CEO)

Founded in 2003, CogniSign is a leading technology innovator for various emerging image and content management market segments. The company has developed the first high-performance interactive image recognition technology. Zillion spoke with Mr. Bryan Calkins, CEO of CogniSign, who summarized the company's mission: "We intend to make the web a more visual place."



Site Technology Architecture

Mr. Calkins brings over 20 years of management experience from both consumer and technology companies to CogniSign. Reviewing CogniSign's history, he talks about their first major milestone being the launch of their imageMATCH Search System. "We received the New Product Forum Award for imageMATCH at the GSPx Pervasive Signal Processing Conference. The judges were very excited about the possibility of our technology driving the next generation of video search."

He explains that the CogniSign imageMATCH Search System solves many problems which enterprise users face when managing ever-increasing amounts of image and video content. "This enterprise platform allows users to search

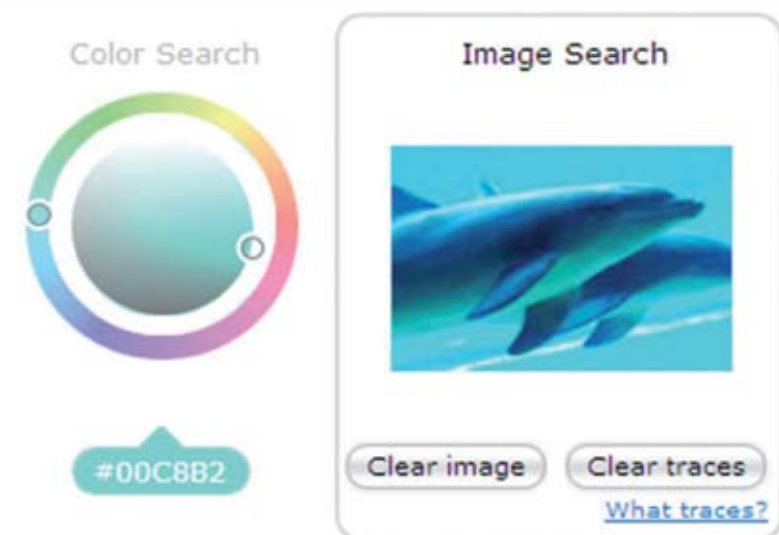
for images in a more human, organic way." Even though CogniSign does not yet have a video version on the market, this is a near term deliverable. "This could be our killer application," says Mr. Calkins. "By revolutionising something as basic as video indexing to drive better search, we could bring tremendous value not only to the market but also to our shareholders. There is no truly satisfactory video search technology on the market that can consider image-based visual content, and there is a definite need."

CogniSign's main opportunity is to make the internet a more visual place, by providing people with visual tools to remove the current limitations of text based content discovery.

Recently the company expanded its Xcavator.net stock photo search portal to six million images from six providers, and further refined its visual search tools. The time consuming process of searching for photos using dozens of keywords - through trial and error and often without

good results - is finally in the past. The creative community, including art directors and advertisers, can be counted as CogniSign's clients. "It is a 2,5 billion dollar industry worldwide," explains Mr. Calkins, "which is a good-sized niche market to prove the technology." The company intends to expand into the consumer market as well. "There are a lot of opportunities there. "We are also exploring the possibility of launching a social media application that allows people to have more fun with their photos as well as those of their friends," explains Mr. Calkins.

CogniSign employs twelve people; some of them overseas at their Moscow development centre. "Our Chief Science Officer, Dr. Leonid Kontsevich, is Russian-American, which helps as there's plenty of expertise in Russia," Mr. Calkins says. CogniSign intends to become a multi-platform product solutions company targeting many image and video market categories. "We are working on several business opportunities. Now that we have shown our scalability, we have been contacted by various organisations to help them develop products with our technology," Mr. Calkins states. "With the explosion of image and video content, the possibilities are nearly endless."



Visual Search Tools

**CogniSign**  
CogniSign  
7 Red Rock Way  
San Francisco, CA 94131-1775  
Phone: +1 415 656 1432  
Website: www.cognisign.com  
Visual search tools at  
www.xcavator.net