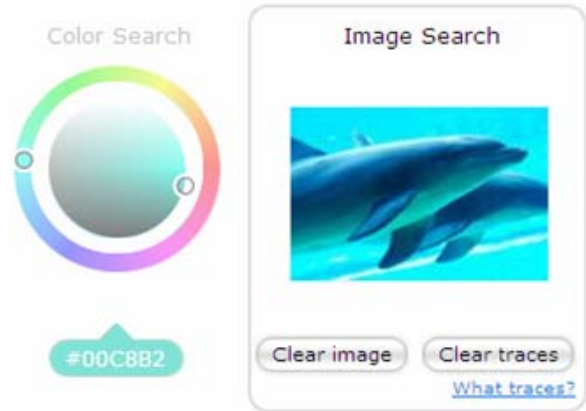


PRODUCT DATA SHEET

xcavator.net™ is a revolutionary web based product that provides brand new visual search features for the stock photography buyer purchasing over the Internet. This technology can be deployed by stock photography agencies everywhere to meet this important need. The key to the **xcavator.net** capabilities is its underlying image recognition technology; it allows stock photo searching visually based on photo content as well as simultaneously considering keywords and tags. This enables a new User Interface paradigm for browsing and selecting stock photography:

Visual Search User Interface

- Interactive color orb allows surfing different colors and intensities, or a Hexadecimal color can be entered
- Photos can be uploaded from PC folders to drive search
- Any photo can drive content based screening for similar content
- Key features on photos can be selected to further refine and focus search
- Photos under consideration can be emailed out for collaboration
- This UI augments keywords and tags



This User Interface provides search capabilities based on a photo's visual content, allowing a user to quickly find photos that are similar in a particular way important to her. When combined with keyword search, a powerful new paradigm is created for browsing stock photos.

CogniSign offers stock photo agencies doing business on the web a SaaS (Software as a Service) model to deploy this exciting new visual search technology, or the product solution can be integrated into a photo agency's existing stock photo site:

Key Product Features and Benefits

xcavator.net

Natural and targeted real time visual search for buyers
Easily integrated with existing keyword search systems
Use of thumbnail images for faster response times
Scalable and distributable computing architecture

Meets Market Needs

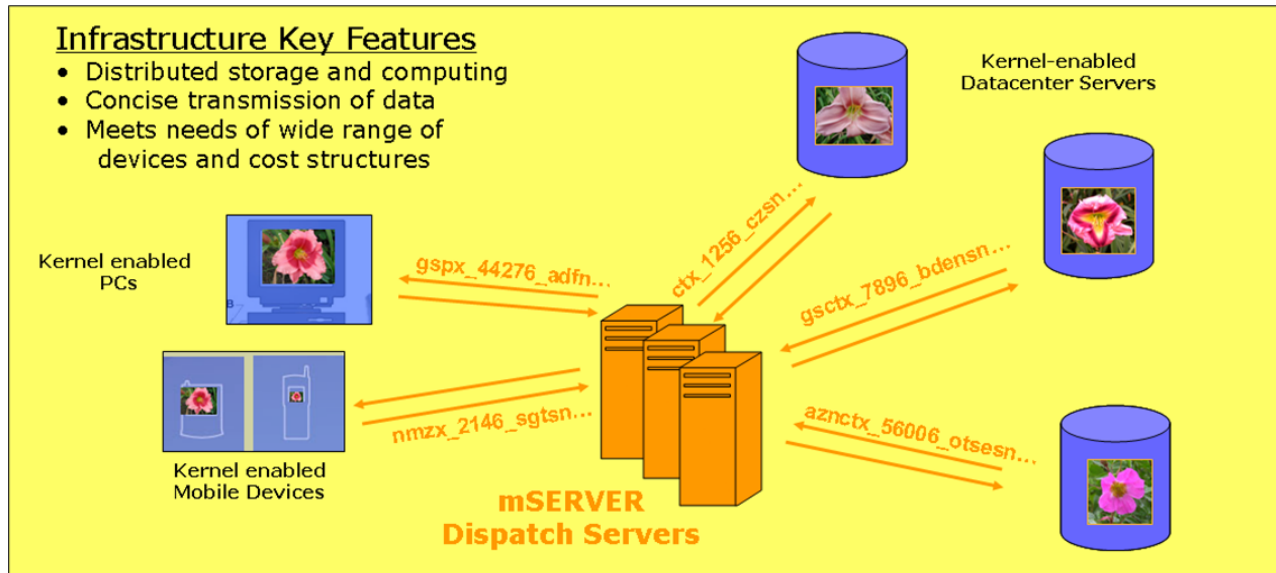
Web based SaaS at www.xcavator.net

Integrated web product solution

YES	YES
YES	YES
YES	YES
YES	YES

Scalable Architecture for High Volume Web Environments

The **xcavator.net** visual search capabilities are powered by CogniSign's core kernel **Intelligent Image Recognition Technology**, which is a highly structured and compact set of computing algorithms. This core kernel affords many advantages in high volume IT environments. Most notably, image assets can be dispersed across devices and servers, and visual search queries can be transmitted with concise alphanumeric data. This technology is patent pending.



New Product Solutions from New Technology

xcavator.net provides powerful visual search capabilities by using an innovative computing model that emulates the process of human cognition – the way visual memory and serial attention cooperate in the human brain.

This model is the result of nearly a decade of research, and has two key advantages:



Superior image recognition - the computing model provides human-like recognition performance when searching for similar photos. As when humans view photos, it is sensitive to some discrepancies in color, shape, and viewing perspective, and is highly tolerant to variation in position and scale.

Interactive user interface – users can quickly pick key color or shape features in any photo to drive a search for similar photos. This greatly focuses a stock photo buyer's search, and presents her with many more options of very similar photos. It then becomes much easier to make the very best final selection.