



## **CogniSign To Be Featured by Key Japan Government Agency at CEATEC 2009 in Tokyo**

***Market leader in image and video search and advertising technology  
selected for the exclusive JETRO BizMatch Program***

SAN FRANCISCO, CA, August 12, 2009 – CogniSign, the worldwide leader in image and video search and advertising technology, has been selected by the Japan External Trade Organization to present at its annual BizMatch event. CogniSign is one of only 40 companies worldwide selected by JETRO to meet leading Japanese companies at the CEATEC conference, to be held October 6–8, 2009 in Tokyo. CogniSign has been promoting its visual search products and services to the Japanese market for almost two years.

CogniSign views the Japanese market as crucial to its success in worldwide markets. "Everyone knows that Japan contains some of the largest Consumer Internet and Mobile players in the world," said Bryan Calkins, CEO of CogniSign. "Our presence in the region has enabled us to build key relationships with the most important partners and customers in the Asia Pacific region, with very positive implications for our company's ability to compete worldwide."

In addition to large global players in Consumer Internet and Mobile markets, Calkins also sees an additional benefit of working in the region. "Japan and many other countries in APAC have deployed the most advanced Consumer Internet and Mobile technologies and infrastructure in the world," Calkins continued. "CogniSign may launch some revolutionary image and video search and advertising products in this region first, taking advantage of the advanced state of these markets."

Additionally, CogniSign will add staff in Silicon Valley to support sales and business development efforts in Japan, including the localization of its technology platforms, products, and services.

### **About CogniSign**

CogniSign is a technology company providing image and video search product solutions for Consumer Internet and Mobile markets, based on its award-winning Intelligent Image Recognition Technology (patents pending). CogniSign is a privately held company based in San Francisco, California. For more information, please visit <http://www.cognisign.com>. For immediate assistance, please email Matt McAllister at [mcallister@cognisign.com](mailto:mcallister@cognisign.com).

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