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MEDIASEEK, Inc.

## **MEDIASEEK Announced New Advanced Application Prototypes**

**MEDIASEEK, Inc. (Minato-ku, Tokyo, President & CEO Naoki Nishio) released new application prototypes designed for mobile phone. Please visit and try DEMO at our technical site "<http://www.camreader.jp>".**

**We introduce three types of software as described below.**

- **Barcode reader**

MEDIASEEK's "Barcode reader" is the software designed and specially tuned for mobile camera phone environment that decodes multi-dimensional (2D) bar codes (e.g. QR code®) with the mobile phone camera. It enables consumers be free from the effort of data entry, such as URL or address information, for example. By taking a picture of 2D barcode with the camera phone, you the customers can get the appropriate information very easily without pushing buttons on the mobile handset. The customers easily connect to the targeted URL without typing any button on the handset when you put the 2D barcode (containing URL ) on your websites.

Try our demo <http://www.camreader.jp/product/index.html>

- **Smart OCR**

We released an intelligent OCR software designed for mobile camera phone. This OCR engine is to automatically correct the text optically captured by the built-in camera, by searching proper words from embedded dictionaries, and is even ready to work as simple translator specially tuned for mobile handset environment – displaying translated word on the mobile phone screen immediately after capturing original text by the built-in camera. Try our demo here, you will see the performance of prototype version of the application, which translates English word into Spanish.

Try our demo <http://www.camreader.jp/product/ocr.html>



- **Motion detection**

Mobile phone will become a controller of other applications, online games tuned for wireless handset, for example. MEDIASEEK developed “Motion Detection Engine” software designed for camera phone. The software engine detects “moving-path” of the wireless handset by analyzing image captured by the built-in camera. When you play a video game displayed on mobile handset screen, you can walk 3D virtual space without pushing any buttons. You can control the game-field as easy as you hold and slide the mobile phone in the air – you can turn right on the Game field when you hold and move the phone from left to right, for example. This controlling method will empower consumers to play and use the application more easily with more intuitive method of operation compared to using the arrow key. MEDIASEEK believes the motion detection engine will be adopted and used in various fields, including services for senior or handicapped people.

Try our demo <http://www.camreader.jp/product/mn.html>

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