

FOR IMMEDIATE RELEASE

APS Appointed as Distributor of piXlogic Visual Search Products in Italy.

September 24, 2003 - Los Altos, California. piXlogic, a leading supplier of advanced visual search software solutions, and APS, a leading software reseller and supplier of system integration services in Italy, have jointly announced today that they have entered into a software reseller agreement. Under the terms of the agreement, APS Solutions SRL will resell piXlogic products in Italy, and provide customers with implementation and system integration services and support. Featured in the agreement is piXserve™, the upcoming web-enabled, server based, visual search solution for digital images and video.

APS Solutions SRL is a well established distributor of software products and services to the media and government marketplaces. Its customers include a broad scope of imaging professionals, such as publishers, professional photographers, advertising agencies, large corporations and several Italian government agencies. The APS team has gained the full confidence of piXlogic and, accordingly, will be the sole distributor in Italy for government customers. APS will provide comprehensive turnkey solutions that will allow customers to fully leverage the power of the underlying piXlogic technology.

piXserve™ 1.0 offers unprecedented visual search capabilities for the media rich workgroup and enterprise, including fast and accurate visual object search for pictures and video, the ability to dynamically segment video streams based on user search queries, and the ability to recognize text with high accuracy.

"We are happy to be able to offer one of the most advanced products geared toward the analysis of the contents of digital images and videos on the Italian market; this product is particularly useful in the security market and its first demos of the beta version have raised much interest" said Sergio Orthmann, APS Solutions CEO. Pascal Schait, APS Solutions President, stated that "the web interfaced technology provides a very high degree of flexibility to the customers, allowing the integration of this application with pre-existing ones in a networked environment". Joseph Santucci, piXlogic's CEO, remarked that "APS has put together an outstanding team of professionals that understand the needs of their customers very well. They also have an excellent record of providing top notch support in complex software implementation environments. We are confident that together we can bring to commercial and government customers in Italy a new level of simplification and productivity improvement, and make their digital media really work for them".

piXserve™ is a scalable server based web application built on industry standard interfaces. The software automatically creates a searchable index of the contents of digital images and video files. From a web browser environment, users can search the index to retrieve images/video segments that contain objects or text string of interests. Users can formulate simple as well as complex visual queries including combinations of text strings and visual objects, or visual objects from different images. The software automates many of the labor intensive tasks faced today by organizations that work with large volumes of digital pictures.

piXlogic LLC is a leading supplier of visual search solutions. Its breakthrough software automatically “sees” visual objects and text in digital images and video files, and creates searchable index records of their contents. piXlogic’s products provide unparalleled visual search capabilities. piXlogic serves customers in the content management, security, and mobile devices marketplaces. piXlogic is a privately held company headquartered in Los Altos, California, USA. For more information see www.piXlogic.com

APS Solutions SRL is a leading supplier of advanced technology solutions to the Italian graphical industry. Created in 1994, APS is located in the historical center of Milan. APS takes advantage of a network of retailers all over Italy. Its market experience covers pre-press, advertising, and image management for both commercial enterprises and government organizations. For more information see www.apssolutions.com