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**For Immediate Release**

## **piXlogic Announces New Product Line Releases**

**September 22, 2008 -- Los Altos, CA, USA** - piXlogic has announced today the release of new versions of its groundbreaking image and video search software: piXserve-2008 and piXserve-ALERT-2008.

The piXserve software “sees” the contents of digital images and video files and automatically creates a searchable index of the objects and text that is visible in the picture. The software enables:

- Content Discovery (find pictures/videos that contain specific objects, scenes, text, or people of interest)
- Content Auto-tagging (automatically label an image/video)
- Content Alerting (automatically inform users when items of interest appear in a live video stream or web crawl)
- Content Change Detection (automatically compare images and video segments to detect changes at the object level)

When this ground-breaking software was initially released, it set a new standard in the field as attested by piXlogic’s government and commercial customers in the US, Europe, and Asia. piXserve-2008 and piXserve-ALERT-2008 raise the bar and further advance the state of the art.

In these new versions, piXlogic has strengthened the underlying image analysis and search algorithms. In addition to being significantly faster, the level of image understanding is now more advanced and a greater number of “Notions” have been introduced. As the software analyses images/video frames to create object-level descriptions of the location and appearance of items on the image, it also creates labels (that piXlogic calls “Notions”) for recognized items. Both recognized and unrecognized items can be searched for in the piXserve environment. The piXlogic “Notions” go beyond standard object recognition because they accommodate a broad range in the visual appearance of the item on the image.

In addition to automatically indexing repositories of images and video files, piXserve-2008 now includes a web-crawler and a live video feed indexing capability. Users can provide piXserve a list of web-sites of interest (intranet or internet), and piXserve will create and maintain an index of the contents of images and videos that are on those sites, and do so at a frequency that is specified by the user. A multi-cast IP capability has been added so that live video streams can also be automatically indexed. A new Web-Services API interface facilitates the integration of piXserve-2008 with existing customer software applications.

The piXserve-2008 and piXserve-ALERT-2008 user interfaces are now based on a Rich Internet Application paradigm. Users connect to piXserve through their choice of browsers (Internet Explorer,



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Firefox, Safari, or Google's Chrome), but the environment has the look and feel of a standalone application. Users can drag and drop an image from their desktop or from another web site, and use that image to search and find other images/video segments that contain similar objects, scenes, text, people. Users can also search by "Notion". The user interface now accommodates multimodal searches and complex queries. For example, users can drag and drop multiple images and select search objects from each to formulate a query (ex. find results that contain this object from this picture AND/OR/NOT that one from that other picture). Users can also combine different types of criteria (ex. find results where this text string is visible somewhere in the image and is together with this object). While viewing video results, users can pause the video playback and the software will automatically grab that frame and allow users to search based on that. These and many other features have been designed to raise the user experience to a new level of effectiveness and productivity.

With piXserve-ALERT-2008, users can now create a search query and convert it to an alert criteria. piXserve-ALERT keeps track of what piXserve machines are indexing (broadcast video programs, security videos, web-crawls, etc.) and when a match is made an e-mail with a link is sent to the user. The user clicks on the link in the e-mail and piXserve displays the image/video-segment that has the content of interest.

piXserve-2008 and piXserve-ALERT-2008 are available for pre-order now, and will be shipping for delivery to customers in late October. They are available in four editions (Web, Standard, Professional, and Enterprise) to accommodate a range of requirements, from those of a small workgroup to those of a large enterprise. piXlogic will be demonstrating these products at CEATEC 2008 (booth "5B47") in Tokyo, Japan (Sep. 30-Oct. 4 2008).

### **About piXlogic, Inc.**

piXlogic, Inc. 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 please visit: [www.piXlogic.com](http://www.piXlogic.com)

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