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**Picollator.mobi: smart innovation in mobile search**

*Mobile users are able to search for web pages and images using multimedia and text requests in a mix. Pioneers in universal search launched a new mobile search engine and offered the plugin to search for similar images from your browser.*

SAMARA, RUSSIAN FEDERATION, October 11, 2008 **/24-7PressRelease/** -- Mobile market is growing enormously fast. One of the becoming common Internet activities is search and navigation using mobile devices such as 3G phones and communicators. However, most services are still PC-oriented and hard to use by mobile users. Typical issue is that the user should type keywords, using mobile handsets, what is not easy, especially if you have to resubmit a query after the search engine returned no good results. Another big issue is the language dependence, especially for the countries where the majority of people do not speak English. It becomes the bigger challenge because many of the mobile users are located now in emerging Asian markets. Therefore, the strategic task for mobile search is to offer easy solution, which does not depend on the language the user speaks.

Picollator.mobi provides a new approach to mobile search. Instead of typing the query, the user should just upload a sample image from the cell phone, or use just a couple of words to specify the request. It only takes seconds to deliver corresponding web pages, pictures and links to the mobile device. Picollator.mobi supports the majority of mobile devices with Opera Mini browser. Microsoft Windows Mobile 6.0 platform can be also used with some limitations.

Recognission algorithms are able to find web pages using combination of images and text. This is the innovative approach as it just like people uses different types of information. Picollator combines text and images in the single index. It is easy to find relevant information using visual, textual or combined (image+text) queries.

This year Recognission was announced Mobile Excellence Awards Finalist. The 2008 Mobile Excellence Awards was founded to recognize all walks of the mobile ecosystem, and to celebrate the best in mobile media, technology, marketing and entertainment.

"Sustaining such high levels of creativity and innovation is an exceptional accomplishment. We commend Recognission LLC for envisioning and creating, an entirely new technology platform that changed how people think about mobile," said Sarah Miller, Founder and Chair of the Mobile Excellence Awards, Recognission has overcome enormous challenges in successfully developing and integrating Picollator.mobi. We are very proud to welcome Recognission LLC as the 2008 Best Innovator for the Mobile Excellence Awards."

Simultaneously, Recognission team has launched Picollator plug-in for desktop browsers to search for similar images right from the browser. User can install the plug-in and search at Picollator.com using 'Picollate it' in the context menu after right-clicking the interesting image at the third party website. First version of Picollator plug-in is designed for Microsoft Internet Explorer use. The release for FireFox is coming soon. Picollator plug-in is available at [www.picollator.com](http://www.picollator.com).

**About Recognission**

Recognission LLC. is focused on the development of the indexing and search system for global and enterprise multimedia collections. For more information, visit <http://www.recognission.com>.