

## Snap2Tell & Snap2Play Interactive Mobile Image Recognition System

Snap2Tell technology is an Image Recognition Engine developed at the Institute for Infocomm Research (I<sup>2</sup>R). Having this capability, we can recognize images of scenes / objects without the need of labeling or putting barcodes on the Points of Interest (POI), and then associate it with relevant information. Its small code footprint enables this technology to be implemented into mobile devices, from ultra-mobile computers (UMPC) to regular mobile phones with cameras.

Snap2Play is an interactive mixed-reality mobile application. It employs Snap2Tell's Image Recognition Engine as well as multi-input modalities (i.e. GPS and accelerometer sensors) to enhance the immersive mobile application.



### Potential Applications

- Immersive Mobile Learning
- Interactive Mobile Guide
- Mixed-reality Mobile Gaming
- Marketing Tools

### Customer Benefits

- Image recognition provides an alternative user interface by using image sensor to quickly access or retrieve information without typing in any text using the keyboard.
- With built-in camera in mobile devices, information can be accessed or retrieved any time and anywhere.
- Our natural scene recognition engine provides a non-intrusive way of recognition without tagging/labeling barcodes.

### Technology Features

- Image Recognition on mobile platform
- Information retrieval / access using natural scene images / objects
- Multi-sensory mobile application

### Market Trends and Opportunities

Mobile phone has become an everyday gadget for most people nowadays, with some people owning more than one. Singapore has 6.2 million mobile phone subscribers in total, or a 135.6% penetration rate, while China has over 500 million subscribers. As the next generation users get more accustomed to using high-tech mobile devices in their daily lives, they will have higher expectations on the capabilities of and value derived from such devices.

Governments and industries around the world recognize this growing trend, and are working on integrating mobile devices into areas such as tourism, education, and entertainment. They are seeking for mobile technologies / applications which would enrich users' experience.

### Potential Business Applications

- Mobile Learning – Education (Snap2Play @ Zoo)
- Mobile Tourist guide – Snap2play Uniquely Singapore Race
- Digital Signage Mobile information Retrieval cum transaction
- Mixed Reality Game

For commercialisation opportunities:  
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