



CogniSign Named A Top 7 Company at Launch: Silicon Valley 2008

CNET Editor Selects Xcavator Technology at Event Sponsored by Microsoft and Garage Technology Ventures

SAN FRANCISCO, June 11, 2008 – CogniSign, a leader in image and video search technology, was one of 30 companies selected from 266 applicants to present at Launch: Silicon Valley 2008. Additionally, CogniSign was named a Top 7 Company at the conference by CNET Editor Rafe Needleman.

The event was held at the Microsoft Campus in Mountain View, and is a leading annual venue for emerging technology companies to launch their product or service. "Every year, Launch: Silicon Valley spotlights some of the most innovative and exciting new startups across the globe," said Chris Gill, President and CEO of the Silicon Valley Association of Startup Entrepreneurs (SVASE).

CogniSign had ten minutes to present its revolutionary search and contextual ad targeting technology to an audience of over 350 people. Rafe Needleman selected CogniSign as one of seven companies that were most interesting to him from a Web 2.0 perspective. "CogniSign does image matching - it can tell if two images are related by content, or pick out from a pool of images one that matches an input picture. The technology is very useful for organizing photos or enforcing copyrights."

CogniSign's core image and video search technology previously won an award at GSPx, a conference dedicated to video processing and infrastructure. Bryan Calkins, CogniSign's CEO, was pleased to be selected to present new Consumer Internet applications at Launch: Silicon Valley. "We have been extremely successful in a couple of business verticals like the \$2.5B stock photo market", he said. "Our new consumer focus represents an exciting new phase for us, and we couldn't ask for a better venue to launch this new line of search and ad targeting products."

About SVASE

Founded in 1995 by entrepreneurs, for entrepreneurs, The Silicon Valley Association of Startup Entrepreneurs (SVASE) is the largest and fastest growing nonprofit in Northern California dedicated exclusively to helping technology and life science entrepreneurs start and grow successful businesses.

SVASE provides support and resources for entrepreneurs, from the idea through initial rounds of funding to product launch, delivered at 12 monthly events and a continually evolving web site. For more information about SVASE, please visit www.svase.org.

About CogniSign

CogniSign is a technology company providing image and video search and ad targeting product solutions for Internet and mobile markets, based on its award-winning Intelligent Image Recognition Technology (patents pending). CogniSign is a privately held company based in San Francisco, California. For more information,

please visit <http://www.cognisign.com>. For immediate assistance, please email Celia Cratch at ccratch@cognisign.com.

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