



CogniSign to speak at 6Sight Future of Imaging Conference

CogniSign's CEO Bryan Calkins will Discuss How New Image Recognition Technology Will Accelerate Change in the Image and Video Markets

SAN FRANCISCO, September 20, 2006 – Pervasive image and video technology are present everywhere in the 21st century, reshaping the lives of people worldwide. CogniSign CEO Bryan Calkins will join other industry experts in a panel discussion on changes in surveillance due to new image and video technology at the 6Sight™ Future of Imaging Conference on October 24-25 in Monterey, California (www.6sight.com)

A key contributing factor to these seismic changes is emerging image recognition technology that can empower image and video cameras with human like abilities. "When – not if – most video cameras have image recognition capability, important legal and ethical issues arise relating to privacy and law enforcement," said Paul Worthington, senior analyst for consumer imaging at Future Image and editor of its executive news service. "We are excited to have CogniSign contribute to our discussing the technical feasibility of these types of deployments, as well as the legal and ethical implications".

CogniSign's Intelligent Image Recognition Technology can automatically search image databases using visual search methods previously possessed only by humans. The technology is fast, compact, and scalable; the computing architecture is configurable to perform image search tasks of an unlimited number of images across dispersed databases. Deployments are possible on home PCs, video processors, and datacenters serving enterprise customers and web-based image and video applications.

CogniSign markets its technology to the security, defense, and enterprise sectors, and recently introduced xcavator, its consumer platform. "Our technology is military strength, but we feel it contains an important value proposition for the consumer market as well", said Bryan Calkins, CEO of CogniSign. "A casual user demands technology that is powerful enough to work intuitively with no training, and give great results. We are extending the technology to make that transition to the consumer space".

A live demo of CogniSign's xcavator consumer product interfaced with Flickr can be seen at www.xcavator.net, with an informative video introduction. Product Data Sheets describing each of the CogniSign platforms targeting the consumer, enterprise, and security and defense sectors in more detail are available at www.cognisign.com at the RESOURCES tab.

About 6Sight

6Sight (www.6Sight.com) is a two-day executive event focused on the explosive global spread of imaging technology, and its potential for exciting new opportunities to improve people's lives in the personal, work, and community spheres. It is hosted and organized by Future Image, Inc. publisher of The Future Image Report since 1993 and host of the Mobile Imaging Summit executive conferences, and co-hosted by the two leading industry organizations in imaging — the International Imaging Industry Association (I3A) and the Photo Marketing Association International (PMA). The annual event brings together technologists, marketers, futurists, artists, educators, customers and members of the media for a program emphasizing innovative use cases, breakthrough technologies, and creativity.

About CogniSign

CogniSign is a technology company providing image and video search and content management product solutions based on its award-winning Intelligent Image Recognition Technology (patents pending). The company provides product solutions in the consumer, enterprise IT, and security and defense sectors. CogniSign LLC is a privately held company based in San Francisco, California. For more information, please visit www.cognisign.com. For immediate assistance, please email Celia Cratch at ccratch@cognisign.com.

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