



PRESS RELEASE

NEW QIPIT ONLINE MOBILE SERVICE ENABLES PEOPLE TO CAPTURE, SHARE AND STORE ANY WRITTEN AND PRINTED INFORMATION WITH A CAMERA PHONE

As Easy as Taking a Picture, qipit Makes the Printed World Digital to Save and Share On the Go with a Camera Phone

DEMOfall, San Diego, California – Sept 25, 2006 Realeyes3D today is launching and demonstrating qipit, a new online mobile service which delivers a complete consumer solution for capturing, storing and sharing digital documents using a camera phone or digital camera, at the DEMOfall '06 conference. By applying sophisticated image processing technologies, qipit enables consumers to expand the use of their camera phones and digital cameras, from picture taking into convenient lifestyle and productivity tools. This is the second time that Realeyes3D has been selected to launch a new product at a DEMO conference in last three years. The first time, the company received a DEMOgod Award™.

People are exposed to 5,000 to 40,000 written or printed pages of information each year and are limited in terms of capturing and sharing this information by their physical proximity to office equipment. With qipit, everyone can immediately and easily keep and share anything—a personal handwritten note, class notes, business documents from meetings, information on a bulletin board or a whiteboard, an article in a magazine, a recipe—anytime, anywhere with their camera phone as the only piece of equipment. Qipit provides lifestyle convenience by enabling people to capture all the written information that they encounter in their daily lives by transforming it into clear crisp digital documents that can be shared with others and stored for future use.

“Qipit is about making people’s lives easier by providing them with the everyday amenities of traditional copying, emailing, faxing, and storing information, anytime anywhere with their camera phone or digital camera,” said Benoit Bergeret, CEO and co-founder of Realeyes3D. “Qipit gives everyone the copying capabilities of their office, home office or Kinko’s wherever they are and whenever they want, with the natural gesture of taking a picture.”

“DEMO is about launching innovative products and services and I am delighted to have Realeyes3D here for a second time,” said Chris Shipley, executive producer of DEMO Conferences. “Qipit provides a completely new way of easily capturing, sharing and storing information that makes the camera phone more useful and valuable.”

Now Everyone Can Capture it, Share it, qipit

With qipit and a camera phone, anyone can take a picture of written or printed information, receive a clear qipit digital copy, send it to an email or fax, and store it in a personal password protected qipit account, in just a couple of clicks. People without camera phones can also use the service from their online qipit account or email with a digital camera. The qipit digital document is available in PDF format, as well as JPEG and PNG for Web and phone display. Qipit works with any high resolution camera phone (1 megapixel or higher), on any wireless network, and requires no special software download or hardware.

Pricing

Qipit is available today and is free until November 15, 2006. After November 15, qipit will be available in different service packages to best meet consumer needs and there will continue to be a free version of the service.

About DEMO

Produced by Network World Events and Executive Forums, the semi-annual DEMO conferences focus on emerging technologies and new products, which are hand-selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying tomorrow's cutting-edge technologies, and have served as launch pad events for companies such as Palm, E*Trade, Handspring, and U.S. Robotics, helping them to secure venture funding, establish critical business relationships, and influence early adopters. Each DEMO conference features approximately 70 new companies, products and technologies. For more information, visit www.demo.com.

About Realeyes3D

Realeyes3D was launched in 2002 to expand and improve the mobile user experience through innovative uses of the camera phone. Realeyes3D creates camera phone features and services for personal productivity, mobile messaging, motion detection, user interfaces and conveniently capturing all the handwritten and printed information encountered in daily life. Realeyes3D is headquartered in Paris, France with U.S. operations in San Francisco and Asian operations in Hong Kong and is privately held. Realeyes3D products have been embedded in over 10 million camera phones in the past 12 months by manufacturers such as Samsung and Sanyo. For more information, visit www.qipit.com or www.realeyes3d.com.

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