



Press Release

Morpho, Inc.

## **Morpho® Launches Semi-Automatic Image Annotation Technology Demonstrated in Barcelona during Mobile World Congress 2012**

**Tokyo and Barcelona, Spain – February 27<sup>th</sup>, 2012** – [Morpho, Inc.](http://www.morpho-inc.com) (TOKYO:3653), the global leader in software image processing solutions for mobile devices, today announced an image annotation technology to semi-automatically tag meta-data to an image. This technology will be showcased during Mobile World Congress 2012 at a nearby hotel from Feb. 27<sup>th</sup>, 2012 through Mar. 1<sup>st</sup>, 2012. For those who are interested in finding out the technical detail of this technology, please contact [mwc2012@morpho-inc.com](mailto:mwc2012@morpho-inc.com).

### **Technology**

Semi-automatic image annotation technology developed by Morpho allows arbitrary tags to be added to an image. Users can choose from multiple tags automatically presented by the image or register a new tag. Tagging the images makes organizing and finding easy. By repeatedly adding tags to an image, this technology will self-learn the trend and eventually present a list of tags more suited for the user.

Morpho is not only planning on delivering this technology to smartphones and tablets, but also expanding it to cloud solution such as image storage services. Because this technology supports various operating systems including Android™, it can be utilized in diverse platforms.

\* “Morpho” is registered trademark of Morpho, Inc.

\* “Android” is trademark of Google Inc.

### **About Morpho, Inc.**

Established in 2004, Morpho, Inc. has built substantial brand recognition in the field of software image processing for mobile devices. Customers utilizing Morpho, Inc.’s software technologies include carriers, processing platform providers and mobile device manufacturers making the company a global player in mobile imaging. For more information visit <http://www.morpho-inc.com/en/> or contact [m-press@morpho-inc.com](mailto:m-press@morpho-inc.com).

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