

MotionLens™

Camera powered image viewer & zoomer

MotionLens™ is an embedded feature for camera phones based on advanced motion detection algorithms which use the camera movement to view, pan, and zoom in any type of image stored on a camera phone. Designed to enhance the user experience of any camera phone, regardless of the resolution of the camera, MotionLens brings new levels of comfort and efficiency to document viewing.

Convenient & nifty image viewing!

With the introduction of high-resolution images on camera phones with small screens comes a new challenge: navigating in images at the desired level of detail. MotionLens provides unprecedented comfort and ease by allowing mobile users to pan across images by just moving the phone, as if the original scene or document was still under the camera. A user can take a high-resolution picture of a document and read it conveniently later on. A tourist can snap a shot of a metropolis' underground map and find its itinerary just by looking at the image with MotionLens. After shooting a high-resolution image, a camera phone photographer can check the details in the picture before sending it out.

No additional hardware required

MotionLens delivers linear zooming and smooth image viewing. Although optical zoom is available today, it remains costly and limited to "zooming" alone. In addition, the "pan" function is generally achieved through stepped viewing, often activated by joystick or keypad actions. MotionLens ensures a better viewing experience, while offering a more cost-effective approach to enhancing image viewing on camera phones.

Command higher price per unit

In today's market, unique features that enhance critical functions such as image viewing are one of the key elements of high device sales and better margins. By improving critical features for real world needs such as viewing and zooming, which remain "must have" functions in imaging devices, MotionLens brings immediate value to the user, and is a great new way for handset vendors to increase brand recognition and differentiate their camera phones from the competition.

Zoom in on MotionLens

By using camera movement to view, pan and zoom in images, MotionLens introduces an efficient and comfortable new way to use the camera.



Moving the camera left, right, up, or down moves the image to the desired area of interest



Tilting the phone up or down zooms in or out on the area of interest



User scenario: Gary, 32, uses MotionLens for viewing pictures in his camera phone

"I download a lot of pictures from my PC to my camera phone so that I can view them or show them to friends. Although this is convenient, most of the time, these pictures are very small when they're rendered on my camera phone's screen and it becomes very difficult to see who or what is on them.

When I discovered that my camera phone already had MotionLens, a built-in image viewer and zoomer, the whole experience changed for the better. MotionLens uses my camera phone's movement to view, pan, and zoom in the pictures. This is really cool and easy. I can now view and pan just by moving my phone to the left, right, up, or down without pressing any keys. Even more amazing, I can zoom just by tilting my camera phone up or down. These cool features just made me a bigger and more loyal fan of camera phones."

Easy integration High value

MotionLens integrates smoothly into the camera and album applications of manufacturer or operator MMI according to customer requirements, to optimise the user experience.

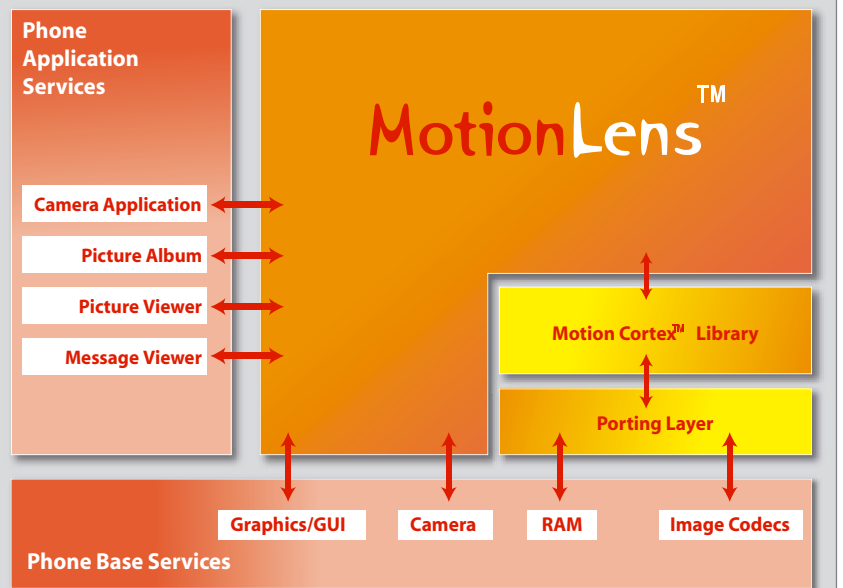
Realeyes3D makes sure that integration and delivery are simple, efficient, and adhere to these requirements.

Features	Benefits
Mouse-free navigation and zooming	Navigation and zooming is seamless and easy
Linear zooming mode	Makes zooming smoother and more continuous, no learning curve for end users
Manual mode	Panning and zooming can also be done manually by pressing keys or moving the handset's joystick
Fully software-based	No need to add more hardware to expensive camera modules
Can be integrated to any platform and any device	Easily and quickly integrated to support all camera phone types



Technical Specifications

- Minimum device requirements
 - Processor: ARM7 @ 26 MHz
 - ROM: < 100 kB
 - RAM: 500 kB
 - Image formats: JPEG
 - Camera module: any resolution
- Proprietary platform support
MotionLens is suited for all ranges of camera phones, from low-resolution to high-resolution devices. MotionLens has been designed for integration into any embedded proprietary operating systems.
- Open platforms support
Symbian S60, BREW, and Windows Mobile Edition V4.2 or greater



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