



## **PMN's 3GSM 2005 round-up**

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### **Targeting genuinely new revenue opportunities for operators**

RealEyes3D has a core image processing technology which is enabling it to provide a number of innovative applications and services for mobile users. It has already been offering applications which allow users to photograph written notes with their camera phone, enhance the text and combine it with a background image to create an attractive postcard. The company has been licensing these as embedded products to some major manufacturers and will be announcing commercial rollouts in the near future.

However, at 3GSM RealEyes is focusing on its new service offering for business customers. Mike Bell, who leads business development for the company, showed PMN how a mega-pixel camera can be used to photograph an entire A4 document and transmit it to RealEyes' server, where it is enhanced through proprietary image processing to the point where it can be printed to a fax machine or stored in an online document repository as a JPG or PDF file.

It was an extremely impressive demonstration. Even a document photographed in poor lighting conditions was enhanced to the point where it looked little different from a standard photocopy (the demo used a megapixel Nokia 7610). RealEyes has also done some great work on the user experience of its client software, reducing the entire document faxing process to 4 or 5 clicks.

Bell envisages the service being offered by network operators to business customers, allowing them to fax documents in the mobile environment or copy receipts for their expense reports. From the operator perspective, this could be a highly attractive proposition, as it gives them access to a new source of data traffic without any danger of impacting existing SMS or even wireless e-mail revenues - RealEyes offering is purely about enabling users to send a class of documents that would otherwise never make it onto the mobile network.

<http://www.pmn.co.uk/3gsm2005.shtml#section8>