Applied Recognition - Patents Awarded

Toronto, July 31, 2015 - Applied Recognition Inc. is pleased to announce it has been awarded two patents related to its face recognition technology. The first is from the Chinese State Intellectual Property Office (No. 200880126543.0) entitled **METHOD, SYSTEM AND COMPUTED PROGRAM FOR IDENTIFICATION AND SHARING OF DIGITAL IMAGES WITH FACE SIGNATURES**. The second patent is from the Canadian Intellectual Property Office with the same title (No. CA 2711143). These patents are similar to patent No. 55755185-1US, issued to Applied Recognition by the US Patent Office last year. These three patents share the priority date of December 31, 2007.

The patents allow for automatic recognition of multiple known faces in photos or videos on a home or mobile computer. They embody sophisticated organization and presentation of photos or videos based on the graphical selection of known faces (by selecting thumbnail images of people). Also covered is the sharing and distribution of photos or videos in an automated fashion between "friends" who are using the same software that enables the invention. Lastly, these patents grant users of the invention the right to review the results of automatic face detection, eye detection and face recognition methods, and to correct any errors resulting from the automated process.

Applied Recognition began work on organization of consumer photos using face recognition well before the December 2007 priority date. They were, in fact, the first company to conceive and develop such an application. In the early 2000s, face recognition was focused on security applications, using databases such as criminal mug shots, drivers' licenses and passports. In all of these applications, faces are posed in a constrained environment. The challenge in the consumer world is to find faces in consumer photos - an unconstrained environment - where multiple faces in a variety of poses are found. The company's patents perform the search for faces in unconstrained environments and render the found faces into posed positions, similar to a mug shot database. Digital face signatures are generated from the rendered face. Using the digital signatures, clustering is conducted to group like faces together for easy tagging. By comparing digital signatures of unknown faces with known faces, suggested matches are then presented to the consumer who can confirm or reject the suggestions, thereby effectively teaching the recognition software to improve.

Applied Recognition's first product, Fotobounce, was independently tested against Google Picasa, Apple iPhoto and Microsoft Photo Gallery. It exceeded all three products in terms of speed, accuracy and efficiency.

About Applied Recognition

Applied Recognition specializes in the development of face detection, recognition and authentication technology. We offer licensing for a variety of software development kits on Windows, Apple, Android and iOS platforms, as well as server and API services. Our smart-indexing software opens an array of opportunities for businesses and consumers alike; for instance, our authentication software provides multi-level biometric security, equipped with anti-spoofing and continuous verification. Applied Recognition reduces the cost, time and risk of product development with access to technology that we have been perfecting for over ten years.

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