



Fotobounce™ version 3.0 offers private photo sharing

Fotobounce 3.0 introduces a private network for friends and family to share digital photos.

Oakville, Ontario, June 9, 2010... Applied Recognition announces the release of Fotobounce™ version 3.0, offering users the most secure way to share photos with friends and family members. With the release of v3.0, Fotobounce alleviates the concerns most users have about sharing their digital photos via a public website. These new features complement the unique people-centric photo management capabilities of version 2.0. Fotobounce also employs advanced face recognition technology to speed up the tagging of photos.

Fotobounce 3.0 enhancements include:

- *Easy direct sharing of photos with friends and family.*
Create a peer network with any friends or family members that are running Fotobounce. Invite a friend to join you as a fellow “Bouncer”. Once the invitation is accepted your new “Bouncer” can browse any photos you have marked as “public”.
- *See whether friends are online or offline similar to Skype™*
Those friends that are online will show up clearly on your “Bouncer” list. You can then connect to those friends and browse their photos by People, Events, Places, Keywords, and Collections.
- *Invitations go by email, along with sample photos.*
You can send an invitation email and attach “teaser” photos so your friends/family see a sample of the photos that you have available for browsing.
- *Full control over privacy of your photo collection.*
Of course security and privacy of data is a major concern as demonstrated by the recent uproar over Facebook™ default privacy settings and complexity. Fotobounce gives you complete control over every album and what specific friends can see those albums. All transmissions of photos and associated data are encrypted with 128-bit SSL so you can rest assured that no one can view your photos unless authorized to do so by you.
- *All photo tagging comes along with transferred photos.*
When you view a photo on your friend’s (“bouncer”) system you will see all associated info tags and people tags. If you copy that photo to your local Fotobounce library these tags also copy with the photos.

Benefits of the new Fotobounce 3.0 features include:

- *No need to expose your photos on a public website to share them with friends and family.*
By setting up a private network that allows friends to browse their respective photos, no photos have to reside on a public website. This avoids potential abuse of those photos.
- *Get full resolution copies of photos from friends.*
Some photo websites, including Facebook™, reduce the resolution of photos that are uploaded. This reduces the usefulness of those photos for tasks like printing photo books, posters and quality presentations. Fotobounce transfers the full resolution photos between friends.

- *No need to wait for friends to send you photos.*
How many times have you waited for a friend to send you photos from an event and you never receive them? By joining with friends via Fotobounce you have self-service access to their photos immediately – no waiting!
- *Save the hassle of using email or intermediate web storage to share photos.*
Sending lots of photos or large photos is usually a hassle with email or web-based “drop boxes”. With Fotobounce you have an easy way of browsing photos and just copying the photos you like.
- *Save time tagging shared photos.*
Fotobounce copies all associated tagging info for each photo transferred. So one person does the tagging and all of their friends benefit because they don’t have to duplicate that effort.

"The wonderful appeal of Fotobounce is that your digital photographs can be instantly and safely shared with your social network the minute you download them," says Yasmin Ranade, publisher of Canadian tech blog, WhatsYourTech.ca. "It merges photographic memory with social media in a whole new way."

For more information and to download Fotobounce visit www.fotobounce.com. Specific inquiries or requests for information can be emailed to info@fotobounce.com.

About Applied Recognition

Founded in 2005, Applied Recognition pushes basic science out of the lab and into exciting consumer applications. We then distribute the software free to end users ensuring rapid, widespread adoption and exceptional sales and marketing opportunities for advertisers. Fotobounce is based on patent-pending technology.

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