MotionMaps

Breakthrough User Interaction for
Location Based Services
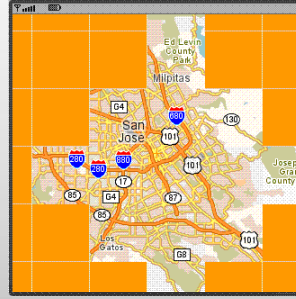
Olivier Ricordel
oricordel@realeyes3d.com
VP Product Management
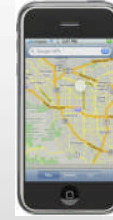
2003　　2005　　2007　　2009

Mobile Static Maps
OpenLS 1.0 API

Tiled Maps
Web and Mobile phone
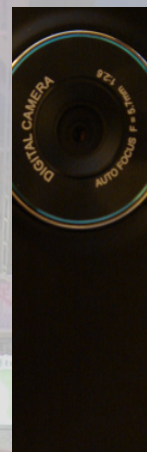
Touchable Maps
GoogleMaps on iPhone

MotionMaps
Pan and Zoom with a twist
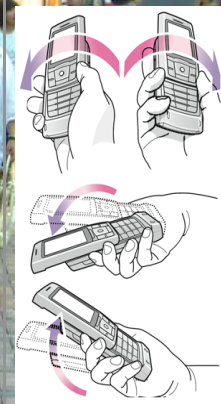
Visual Intelligence at hand　　www.realeyes3d.com

How does it work?

The technology uses the camera stream

Motion (dx,dy) is calculated based on the stream difference over time

Value Proposition

Software only solution – No additional hardware is required

Very accurate and precise motion estimation

Light-weight engine that can work in any camera phone

Business Model

TARGET CUSTOMERS	DISTRIBUTION
Handset and MID manufacturers (OEM)	License fee per handset sold
LBS platforms with a handset component	License fee per application copy
Off-board navigation applications	Technical consulting for integration
LBS Application providers with map viewer component (i.e. mobile resource management, family tracking)	

Company Overview

Founded in 2003 with offices San Francisco, Paris, Hong-Kong and Tokyo

Focus on image technologies and applications for handheld devices:

- **More than 80M handsets released with Realeyes3D Software**

- **Marketed by carriers such as Verizon, Sprint, KDDI, Softbank, SKT, KTF, China Unicom, etc.**

- **Offer Qipit.com for free, the market-leading mobile copy service for camera phone users (www.qipit.com)**

Strong IP, 30+ Patents

Industry recognition

- **Mobile Monday Global Peer Awards, Meffy's, Deutsche Telekom Digital Entertainment Awards, Red Herring Top 100's, Global LBS Challenge 2009**

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Thank You

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