



JUSTVISUAL WINS TOP PRODUCT AWARD AT MOBILE PHOTO CONNECT 2015 Image Recognition Platform and Monetization Leads Annual Photo Selection

Palo Alto, CA — October 8, 2015 — JustVisual (www.justvisual.com), the leading platform for image recognition, won the award for highest overall appeal at last week's Mobile Photo Connect 2015 conference in San Francisco. The conference, hosted by Hans Hartman and Alexis Gerard of Suite 48 Analytics, featured mobile photo demonstrations from 30 companies and was judged by prominent industry figures James Joaquin, Jackie Dove, Jen Pollack Bianco and Jim Beddows.

“JustVisual plays into the heart of the power of mobile: you see an image, you discover similar ones, and you can buy the physical goods associated with that image – it's a really powerful cross-purpose tool,” said Beddows, Intrepeneur and veteran of PARC (Xerox), Microsoft, News Corp and Disney.

JustVisual demoed its LikeThat Apps and new advertising monetization integration, which showcased its proprietary algorithmic approach for image-to-image search; an approach based on "visual similarities" as opposed to using text, word tags or humans to assist. This uniquely allows JustVisual to find the indescribable, scale the entire Web and correctly process real world pictures and images. Uses include searching for clothing, finding the right furniture, recognizing flowers and identifying dogs. JustVisual has been awarded 12 patents on its image recognition technology.

“We're thrilled to have won this top award at such an important industry conference,” said Adi Pinhas, Founder & CEO, JustVisual, Inc. “Anything that is hard to describe but easy to photograph is a perfect use case for JustVisual's patented technology.”

Dove, Creativity Editor of *The Next Web* added, “Image Recognition is tremendously important and a fast-growing field that will enable so many things in the future. With JustVisual, I love the idea of not having to type in search terms, and being able for instance to find the name of a flower that you see on the street without too much trouble.”

Joaquin, founder of Ofoto and current Founder and Managing Partner at Obvious Ventures said, “JustVisual could potentially help many small photo apps to monetize their user base. But, it could also be appealing to big players like Pinterest or Houzz in terms of enabling shopping based on imagery.”

People can try JustVisual's technology by downloading the free LikeThat apps from the App Store at: <https://itunes.apple.com/us/developer/justvisual-inc/id985824759>

About JustVisual

JustVisual is headquartered in Palo Alto, CA and Tel Aviv, Israel and has created the defining technology that economically scales visual search across the Web, transforming user experiences and helps our partners monetize the surging growth of mobile photos. Funded by leading venture capital firms Draper Fisher Jurvetson, Vintage Investment Partners and Xenia, the JustVisual team includes industry veterans from Yahoo, eBay, Cisco, HP and Zynga.

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