



New FotobounceTM Viewer mobile app makes privacy look easy

July 26, 2011, Toronto, Ontario, Canada... Applied Recognition Inc. announces that Fotobounce has gone mobile with the release of its new Viewer application for Android mobile devices. What sets Fotobounce Viewer apart from other photo-sharing options is that users (a.k.a. Bouncers) no longer have to upload their digital photos to a public website or store photos on their mobile devices – both of which compromise privacy and security. By setting up their Fotobounce desktop system for remote access, users can now view and share their photos from anywhere with the Viewer's simple point-and-click interface.

"We've all heard the horror stories about people whose online photos have been shared without their knowledge or consent. Likewise, it's risky to store photos on a mobile device should it be lost or stolen. The Viewer provides an easy-to-use option that doesn't compromise on security or privacy," says Ray Ganong, President of Applied Recognition. "It is able to accomplish this because the Viewer is an application that works in concert with Fotobounce's desktop photo management application, so users can be confident that their photo libraries aren't exposed or compromised on the Web."

The Viewer's 128-bit encryption ensures security is intact and enables users to access full-size photos. New photos taken on the mobile device can also be transmitted from the Viewer securely and directly back to the Fotobounce library on the desktop.

Security aside, Fotobounce Viewer includes convenience features users can appreciate such as photos sized for the particular mobile device. Any photo management, sorting and face tags assigned with Fotobounce on their home computers also remain intact.

Additional key features for Fotobounce Viewer include:

- Simple point-and-click interface: Allows users to easily enjoy their photos and take advantage of the tagging and albums they have created.
- Secure browsing of photos at home or remotely using 128-bit encrypted transmission.
- Remote upload of photos from a mobile device or external computer to the user's Fotobounce library on their desktop.
- Smart photo exchange, enabling the efficient transmission of photos based on screen size and resolution so only the necessary data is sent.
- Support for a wide range of devices: Android 2.2+ tablets, televisions and smartphones; Windows, Mac and Linux computers. Apple and RIM Playbook will be supported in the near future. Devices not supported natively can use Fotomobile (fotobounce.mobi) from any browser (iPhone, iPod, and many others).

Like all Fotobounce applications, Fotobounce Viewer is available to users online for free from our website. The Android App is available on the Google Android Market or on the Amazon Android market. Along with Android devices, Fotobounce Viewer also runs natively on Apple, Windows and Linux computers. In the future, the Viewer will be supporting many other remote and mobile devices including iPhones, iPods, iPads, and Playbooks.

As the latest addition to Fotobounce's comprehensive list of user-friendly applications combined with its state-of-the-art security, sharing and face recognition capabilities, Fotobounce Viewer further defines Fotobounce as the must-have tool to manage family photo collections.

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About Fotobounce

Fotobounce is based on patent-pending technology enabling the effective management of digital photography. Developed by Applied Recognition, Inc. and released in 2009, Fotobounce provides efficient and reliable photo organization and enables secure, private sharing of photos. Applied Recognition pushes basic science out of the lab and into exciting consumer software applications. These applications are then distributed free to end-users, ensuring rapid, widespread adoption and exceptional sales and marketing opportunities for advertisers.

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