



Fotobounce™ v2.0 resolves the “Lost Photo Blues”

Fotobounce 2.0 organizes photos faster and with greater accuracy and flexibility.

Oakville, Ontario, January 26, 2010... Applied Recognition announces the release of Fotobounce™ Version 2.0, offering users more flexible, accurate and faster photo organizing and sharing capabilities over Version 1.1.2. With the release of v2.0, Fotobounce also released their song “[The Lost Photo Blues](#),” available for playback from the website.

Fotobounce 2.0 enhancements include:

- *Multiple options for sorting photos into albums*
Along with “People” and “Date,” Fotobounce users have multiple options to organize photos into different album types with v2.0. This provides more targeted photo organization and improves “search and find” capabilities. These new album options include: Event, Place, Collection and Keyword. Event and Place albums are self-explanatory. A Collection album is a versatile album that can be used where organizing photos into events or places would be inaccurate or impractical. For example, photos of animals or pets would be placed into a Collection album. Keyword albums (or what other programs call “tags”) allow for broad categorization of photos. Photos contained in Keyword or Collection albums can be contained in multiple albums.
- *Enhanced face detection and face recognition*
Fotobounce programmers continue to refine the software’s face detection and recognition capabilities, ensuring photo sorting and organization is more accurate and completed more quickly than ever before.
- *Supports Adobe XMP on photo export so tags are visible outside of Fotobounce*
Tags assigned to photos within Fotobounce will be visible outside of Fotobounce when using software supporting Adobe XMP (Windows Photo Gallery, for example).
- *Enhanced caching = faster performance*
Enhanced caching capability allows v2.0 users to load and scroll through photos more rapidly than before. Individual photo and album transfers to and from Facebook and Flickr are also accomplished quickly.
- *Licensed “ad free” version available*
Fotobounce is available free of charge via the Web; however, v2.0 is also available in a licensed “ad free” version for \$49 US. Visit <http://fotobounce.com/download.php> for more information.

For more information and to download Fotobounce and “The Lost Photo Blues,” 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.

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