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## **CTIA Wireless 2006**

### **ONTELA AND ACTIVESYMBOLS PARTNERSHIP DEMONSTRATES UNTAPPED POTENTIAL OF CAMERA PHONES**

**Ontela PicDeck™ Technology routes camera phone images to the  
most useful service or location**

**ActiveSymbols will demonstrate applications using Ontela PicDeck  
technology in booth 5335 at CTIA Wireless 2006 show**

**Las Vegas, April 5, 2006** – Ontela, Inc., a Seattle, Wash.-based mobile software and services provider, and ActiveSymbols, a Logicalis Company, today announced a partnership to design camera phone applications using ActiveSymbols' image recognition and processing software and Ontela's PicDeck™ technology for mobile image acquisition. The combination of the two companies' technologies will turn users' camera phones into a mobile comparison shopping service, a wireless business card scanner, a portable movie database and more.

ActiveSymbols' technology recognizes and interprets barcodes, logos and faces. Ontela's patent-pending PicDeck technology connects camera phones with this and other powerful services automatically, without any action on the part of the user. Simple photographs are routed to the user's PC or favorite photo sharing web site. A photo of a barcode is identified and product data is immediately displayed to the user. A picture of a business card causes contact information to appear on both the user's phone and home PC within a minute.

Ontela and ActiveSymbols will be demonstrating these capabilities in Logicalis' booth #5335 at the CTIA Wireless 2006 show held in Las Vegas April 5-7.

"ActiveSymbols selected Ontela's software due to its ease-of-use for mobile consumers. Users simply take a picture with their camera phones and it's sent off to our service for a response," said ActiveSymbols President Jeff Reed. "We've developed amazing applications with tremendous consumer appeal. Through our partnership with Ontela, using those applications is automatic so the user doesn't have to do anything. It all just works."

Ontela's PicDeck technology platform brings powerful mobile imaging applications to Symbian, Windows Mobile, and J2ME phones such as the Sony

Ericsson Walkman® and Motorola RAZR®. PicDeck applications take the user less than a minute to install and create powerful connectivity between mobile phones and the user's own PC. Ontela's PicDeck technology will also be integrated into the next release of the ActiveSymbols product line.

"ActiveSymbols' line of products is great for users of mobile phones," said Dan Shapiro, Ontela CEO. "Ontela's PicDeck technology platform adds three key components: it makes mobile imaging applications easier to install and use, it provides compatibility with many models of phones and wireless carriers, and it extends the value of mobile services all the way to the user's PC."

### **About Ontela, Inc.**

Founded by veterans from Microsoft, RealNetworks and Expedia in 2004, Ontela, Inc. is a mobile software and services provider headquartered in Seattle, Wash. Ontela's PicDeck™ technology is a critical resource for applications that make use of a user's images. Applications already written with the PicDeck technology include mobile comparison shopping, music buying via CD cover recognition, business card scanning, and integration with photo sharing services and leading PC photo organizing software. For more information, visit [www.ontela.com](http://www.ontela.com).

### **About ActiveSymbols**

ActiveSymbols, a Logicalis Company, is bringing mobile consumers together with brand marketers via a unique and patent-pending brand image database technology. ActiveSymbols™ Enterprise Server (patent-pending) is an enterprise-class scalable platform enabling image and object recognition (computer vision), text recognition (OCR), biometrics (facial recognition), and linear (1D) and 2D barcode decoding from everyday consumer devices such as camera phones and PDAs. We like to call it "visual searching in the palm of your hand." for more information on ActiveSymbols, please visit [www.activesymbols.com](http://www.activesymbols.com).

### **About Logicalis**

Logicalis is a global provider of high-performance technology solutions. Logicalis and its affiliated companies employ 1,000 people worldwide, including highly-trained service specialists who specify, design, deploy and manage IT infrastructure to meet the needs of over 5,000 corporate and public sector customers. Logicalis maintains strong partnerships with technology leaders such as HP, IBM, Cisco and EMC.

Logicalis is a part of Logicalis Group, a division of Datatec Limited (DTCJ.J), a \$3 billion business listed on the Johannesburg Stock Exchange. With its international headquarters in the UK, Logicalis Group has annualized global revenues of approximately \$750 million from operations in the U.S., UK, Germany and South America. In North America, Logicalis' annualized revenues amount to some \$475 million with over 450 employees in the U.S. For more information, visit [www.us.logicalis.com](http://www.us.logicalis.com).

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