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**Mobot Completes Spin-Out Transaction  
Now Operates As a Private and Independent Company**

**Lexington, MA, December 7, 2006** – Mobot Inc., the leader in mobile visual search and recognition technology, today announced the company has completed a spin-out transaction from NeoMedia Technologies. Mobot now operates as a private and independent company with the founding team regaining 100 percent control.

Launched in 2004, Mobot created a new category of mobile experience, whereby consumers with wireless camera phones snap photos of brand logos, product packaging, advertisements, movie posters and other visual material. Mobot's patented technology recognizes these user generated photos and delivers pertinent, impacting content directly to the mobile user's handset. Mobile visual search and image recognition are emerging as value-adds for marketers interested in reaching the millions of mobile camera phone consumers and going beyond simple text-based interactions. Mobot creates an interactive experience empowering to consumers that provides both measurable ROI and value for brands.

Over the past year Mobot has successfully delivered national programs such as Starbucks Summer Pursuit – a mobile visual scavenger hunt; *ELLE* Magazine's Wireless Wish List – a mobile phone is now a powerful shopping accessory; and the Acura RDX Music Sweepstakes – catch the Acura RDX with your camera phone and win. Closing out 2006 will see the launch of two significant initiatives for Conde Nast, and a breakthrough project for a major television network partner in the US. Also, strong demand in Europe and Asia, fueled by a growing roster of international mobile marketing firms and wireless carriers, continues to represent a significant portion of the company's business.

"With three years of experience under our belt we are well positioned in the mobile marketplace," said Mobot CEO, Russ Gocht. "We have invested significantly in our platform, technology, and intellectual property base, to offer scalable services to meet marketers' growing demand for unique mobile experiences worldwide. Based on this infrastructure, our track record of successes, and the renewed focus of our founding team, we expect an exciting year ahead."

**About Mobot**

Mobot is the leader in visual search and recognition technology that makes marketing effective and innovative using mobile devices. Launched in 2004 to help companies cultivate rewarding relationships with the world's 1.9 billion mobile phone users, Mobot gives marketers, content providers and carriers the tools to make it easy for any consumer with a mobile device to interact with their environment. For more information about Mobot, please visit [www.mobot.com](http://www.mobot.com).

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