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**POINT, CLICK AND CONNECT – MOBOT TAPS INTO
THE DIGITAL MEDIA PHENOMENON TO CONNECT
CONSUMERS AND BRANDS THROUGH CAMERA PHONES**

***JANE Magazine* signs on as first media partner,
linking readers via camera phone with 59 major brands;
Mobot is one of 35 innovative new products to launch at DEMOmobile 2004**

FOR IMMEDIATE RELEASE

La Jolla, CA, Sept. 9, 2004 – Today at DEMOmobile 2004, Mobot, Inc. unveiled the first visual search and recognition technology solution to combine the use of camera phones with a fun, convenient, and spam-free method for consumers to interact with their favorite consumer brands. Which retailer near you carries those shoes? Take a picture. Want a sample of that new fragrance? Take a picture. Want a ring tone from your favorite artist? Take a picture of the CD cover. Simply point, click and connect to the brands, products, and information, you want.

“Mobot creates interactivity in the ‘real world’ of offline media that people use everyday such as magazines, billboards, posters, logos,” said Russ Gocht, CEO of Mobot, Inc. “A print ad in front of a consumer without a mechanism to immediately engage with the brand wastes an enormous opportunity to build a relationship. In a media landscape where brands constantly fight for attention, Mobot’s ‘consumer-initiated marketing’ approach gives brands a powerful, measurable tool for creating interactions with enormous appeal.”

JANE Magazine is the first media channel to utilize the Mobot service. JANE Talks Back, a promotion in its September issue, featured 59 popular brands that readers can interact with using Mobot. Readers use a camera phone to send a picture of an ad in the magazine to Mobot. They immediately receive tailored offers, samples, or discounts from the brands they select. JANE Talks Back is a completely consumer driven program and eliminates spam by *only* connecting readers to brands they choose.

”We are thrilled to be the premiere media partner for the Mobot launch,” said Eva Dillon, VP/Publisher of *JANE magazine*. ”We are always looking for the newest way to connect to our always obsessed and interactive audience. And since we know they are attached at the hip to their mobile phones, Mobot was perfect. We were able to get our readers great offers from our advertisers in seconds, and connect to them in a truly fun and very different way.”

For marketers, Mobot is a measurable launch point for integrated, multi-touch point marketing campaigns that can now reach consumers through the device they carry constantly—their mobile phone. The U.S. advertising industry (\$266B in 2004/ Universal McCann’s December 2003 Robert Cohen Presentation on Advertising Expenditures) is shifting dollars at an increasing rate toward consumer-driven, accountable, and interactive means of reaching potential customers across multiple platforms.

Mobot is designed to allow brands and media partners to seamlessly introduce Mobot into the media mix and doesn’t require any modifications to existing visual media—no keywords, phone numbers, URLs, short codes, product codes, or bar codes are necessary. Mobot is easier to use than text messaging, and requires only a few ‘clicks’ to complete a transaction. To ensure the widest user adoption, Mobot is available today on all U.S. wireless carriers and works with all camera phones.

“Mobot is a powerful tool for marketers desiring interactivity, measurement and accountability from print media channels. Turning an ad page view into a relationship

with a consumer in real-time is an enormous leap forward for publishers in defending their value proposition to brand advertisers," said Chris Shipley, Executive Producer, DEMO Conferences.

The introduction of Mobot is well-timed as the camera phone subscriber base is predicted to grow from 6.3M at the end of 2003 to 20.6M by the end of 2004 (U.S market), and 170M camera phones are expected to be sold worldwide in 2004 (*IDC/Strategy Analytics*).

About Mobot, Inc.

Incorporated in 2003, Mobot is a privately held company located outside of Boston, Massachusetts. The company's mission is to create services for mobile consumer applications. Mobot turns camera phones into an easy way for consumers to engage with visual media. The individuals behind Mobot have diverse backgrounds in exploring the always interesting intersection where technology and consumers meet. For more information about Mobot, please visit www.mobot.com.

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