



PARTNERSHIP BRINGS LATEST VISUAL MOBILE TECHNOLOGY TO UK

London—November 2, 2005—THE Light Agency today announced an agreement enabling it to use and distribute visual search and recognition technology for mobile phones from US-based Mobot.

Mobot's technology creates real time consumer response and interactivity with any form of advertising such as logos, billboards, magazine adverts, and packaging.

Consumers simply use their mobile phone to take a picture of the advert and text it to a short number. In return they can receive a multitude of offers and content such as the ability to purchase tickets in response to a film poster, or a ringtone of a new single by photographing the CD packaging.

The Light Agency already runs a multi-award winning mobile phone-based loyalty programme based on its m-bar-go system for the Sainsburys-owned convenience store chain, Jacksons.

The programme, called SHOP SCAN SAVE, allows customers to text requests for money saving deals on specific products or brand names. The partnership, which gives The Light Agency exclusive use in the UK grocery sector, will enable them to explore new possibilities for extending the functionality of m-bar-go.

Marc Lewis, CEO of The Light Agency, said: "Consumers are bombarded with visual images and pictures in all forms of advertising but currently there are few ways for manufacturers and retailers to establish a real time connection or any form of interactivity with these potential customers.

"The technology that Mobot has developed makes it easy for consumers to act immediately upon seeing an advert. And it couldn't be simpler – all they need do is snap a photo and text it to a short number, and in return they can make all sorts of purchases without delay."

Earlier this year the Wireless World Forum predicted the number of camera enabled mobile phones in the UK will increase from just over three million in 2005 to nearly 20 million in 2006.

"The potential use of this system in the UK is staggering because of the penetration of camera-enabled phones into the UK mobile market," commented Russ Gocht, CEO of Mobot.

"In the US we already have successful campaigns with dozens of major marketing companies and luxury brands,. The success is built on the fact that consumers can instantly respond and ultimately control their interaction with marketers and the world around them. By partnering with Light Agency we bring the power of our solution to complement and enhance Light Agency's award-winning loyalty programme."

- Ends -

NOTES TO EDITORS

About The Light Agency

Consumers in and around Hull can currently join SHOP SCAN SAVE by texting JOIN to 62111. Each person is sent a barcode which they can present at the till each time they go shopping at participating Jacksons stores. Members are kept informed about current deals through weekly text messages.

1. Marc Lewis is the founder of The Light Agency, winner of Most Innovative Digital Business – Revolution Magazine Award 2005, the Grand Prix at the European Retail Solutions Awards 2005, and awards for intelligent use of mobile, best FMCG campaign, and most intelligent use of data at the Direct Response Intelligence Awards
2. The scheme is a unique partnership between The Light Agency, Jacksons Stores, Sainsbury's Plc company and nearly 200 leading brands.
3. 2.63 billion text messages a month are sent in the UK.
4. Jacksons Stores Limited, Gibson Lane, Melton, North Ferriby, Hull. HU14 3H.
5. <http://www.m-bar-go.com> (Members' Website)
6. <http://www.lightoffers.com> (Corporate Website)
7. www.jacksons-stores.co.uk (Retailer's Website)
8. www.sainsburys.com (Retailer's Website)

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 1.5 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.

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