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**POINT, CLICK AND PURCHASE – MOBOT CONNECTS CONSUMERS TO RING TONES AND MUSIC VIA CAMERA PHONES**

*“Real world” visuals--CD covers, posters and ads--provide direct navigation to content*

**FOR IMMEDIATE RELEASE**  
**CTIA Wireless Booth: 145-C**

**New Orleans, LA—March 14, 2005** – Today at CTIA Wireless, Mobot will demonstrate the latest advance in its visual matching technology by allowing consumers to purchase ring tones and music by simply taking a picture of a CD cover using a camera phone.

Mobot gives the world's 215 million camera phone users an instant way to connect with their favorite music. Using Mobot, consumers can take a picture of a CD cover and within seconds receive a message on the phone that lets them click through and purchase a ring tone or music. With Mobot, the average number of “clicks” necessary to make a purchase is dramatically decreased making it easier and faster to get the desired content. Mobot's solution is simple for the music provider because it doesn't require any changes to the CD cover--no URLs, short codes, or product codes are necessary for Mobot to work.

“We're offering consumers instant gratification,” said Russ Gocht, CEO of Mobot, Inc. “We connect users quickly and directly to content, eliminating the time-consuming experience of navigating endless menus on the mobile phone. Today we're demonstrating music and ring tones. Mobot will make additional announcements regarding other types of content acquisition in the coming months.”

The mobile content and entertainment market is in a phase of rapid growth, predicted to reach nearly \$78 billion by 2007 according to U.K. research firm Ovum. However, as content options rapidly expand, consumer choice is highly constrained by the cumbersome experience of navigating a narrow slice of the mobile web that is available on the handset today. Mobot allows wireless operators, record labels and content providers to dramatically expand the opportunity to reach their consumers with broader and more varied offerings.

Earlier this year, the *New York Times* reported that an estimated \$4 billion worth of 30-second tones and other melodies for wireless phones were sold in 2004. Music rights group BMI estimates that wireless users in the U.S. will spend more than \$500 million on ring tones this year, more than doubling last year's sales of \$245 million.

**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](http://www.mobot.com).

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