

Press Release

Imagenomic announces new Noiseware™ Mobile Edition products for Camera Phone Market

Appoints key industry experts to Advisory Role

Participates as New Technology Showcase Sponsor at the Mobile Imaging Summit (Americas)

Monterey, CA, October 12, 2005: Imagenomic announced this week at the Mobile Imaging Summit (Americas) the release of several new Noiseware image enhancement products aimed at the exploding mobile imaging and camera phone markets. With over 300M unit sales in 2005, camera-equipped cell phones are the fastest growing digital capture device on the market, and are forecasted by Future Image, sponsors of the Mobile Imaging Summit series, to become the most popular consumer electronics product in history before the end of the decade.

Addressing the ever-increasing Mega Pixel capture capability with the bandwidth-constraints of over-the-air wireless transmission, Noiseware ME (Mobile Edition) is the initial implementation of Imagenomic's popular noise removal engine for Symbian based camera phones, including the Nokia Series 60. Noiseware ME brings digital still camera (DSC) picture quality and order of magnitude compression benefits within a seamless and transparent end-user experience.

For third-party software implementations, camera device imbedding, and network-based photo service solutions, the Noiseware ME Software Development Kit (SDK) extends the benefits of Noiseware's processing speed, picture quality and overall ease of use into these diverse environments.

Through these flexible design and implementation options, Noiseware helps ensure a "cleaner camera phone ecosystem" with tangible benefits to end-users, OEMs and service providers alike.

To complement this strategic new direction for the company, Imagenomic is pleased to announce two Advisory Board appointments: Bob Goldstein, imaging industry expert and author, and Berge Ayvazian, EVP and Chief Research Officer, The Yankee Group. With the industry expertise and thought leadership that Bob and Berge bring to the company, Imagenomic is positioning for more "breakview" imaging innovations in the near future.

Mobile Imaging Summit in brief...

The Mobile Imaging Summit conferences, now in their third year, are limited attendance events open to senior executives that bring together leaders of the imaging, information processing and telecommunications industries to foster revenue growth in the camera-phone ecosystem. They are hosted jointly by Future Image Inc, the leading independent center of expertise on the convergence of imaging, information technology, and telecommunications, and the I3A (International Imaging Industry Association), the leading global association for the imaging industry.

Imagenomic in brief...

Imagenomic, LLC is a privately held, independent software vendor specializing in digital imagery enhancement solutions. Using our proprietary, patent-pending Noiseware™ algorithms, we are focused on creating high-performance software tools for noise and artifact removal, sharpening and other image correction processes. Our award-winning products have been acclaimed by our global customer community and industry peers for their superior processing speed, picture quality and overall ease-of-use. For additional information please visit us on the web at <http://www.imagenomic.com>

Bob Goldstein Bio

Bob has guided hundreds of businesses through the transition from traditional to digital imaging. He was founder and president of ZZZZX Visual Systems in Los Angeles, California, where he developed businesses in high volume image scanning, digital retouching, QTVR services, stock photo databases and digital distribution networks, fine art digital printing, interactive media projects, web site design, and digital photo studios. He then became president of the Altamira Group, which produced the Genuine Fractals line of digital imaging software. He is a senior analyst with the Future Image Report and has consulted with such companies as Eastman Kodak, Apple Computer and HP.

Berge Ayvazian Bio

As a foremost senior industry analyst and consultant, Berge is a primary influencer of Yankee Group research and thought leadership, reinforcing the content, expertise and depth of experience of multiple research groups to generate holistic views that are action-oriented. Prior to this appointment, Berge was chief executive officer from 1999 through 2001 at Yankee Group. Additionally, he served as strategy director for the Reuters Research and Advisory unit and was a consultant and researcher with Kalba Bowen Associates. Having directed more than 100 consulting projects, Berge draws on a wealth of relationships and takes a multidisciplinary approach to solving business issues. His expertise includes forecasting product and service markets, assessing strategies and analyzing investment opportunities in the telecommunications, wireless, computer, internet, cable and broadcast TV industries.