



motionized™

Solving The Latest Usability Challenges On Mobile Phones

Motionized™ is a software-only, motion detection technology for camera phones that allows users to browse menus, navigate maps, pan and zoom within images, interact with games, and surf the Web with a simple flick of the wrist. Designed to overcome the paradox of users being offered access to richer, denser and larger content while being constrained by the physical limitation of the screen display size, Motionized handsets bring a revolution to navigation and the user interface on camera phones.

From web to maps to games, any application can be motionized

On Motionized phones, any application can benefit from the new UI revolution:

- **Navigating a full web page** is no longer a hassle as the user can zoom out to view the full page and zoom back in to the required link with a simple gesture.
- Pedestrian users of **Location Based Services** can quickly and smoothly view points of interest in their area with a twist of the wrist.
- **Documents** received by email are no longer impossible to read; it's just a matter of slightly tilting the phone.
- **High resolution pictures** that are too big to be viewed on the handset display are now easy to navigate within to see every detail.
- It's the birth of a new era in **gaming** with the ability to integrate the reality seen through the camera lens and the motion of the handset for an exciting, interactive experience.

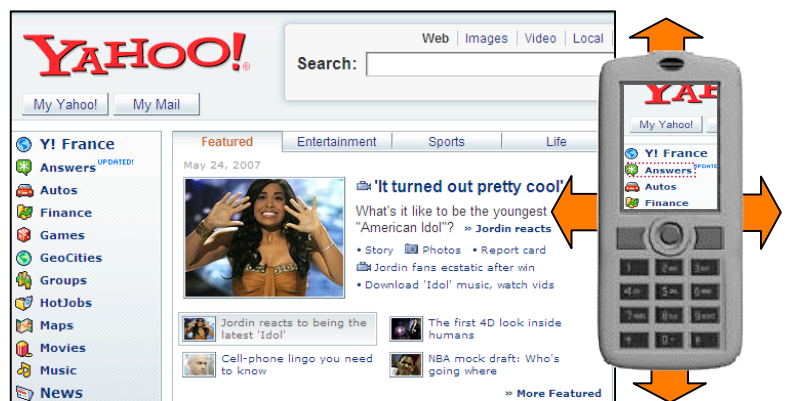
No additional hardware required

Motionized is a cost effective alternative to expensive hardware solutions. It brings the new UI and navigation paradigm to any camera phone, regardless of the camera resolution.

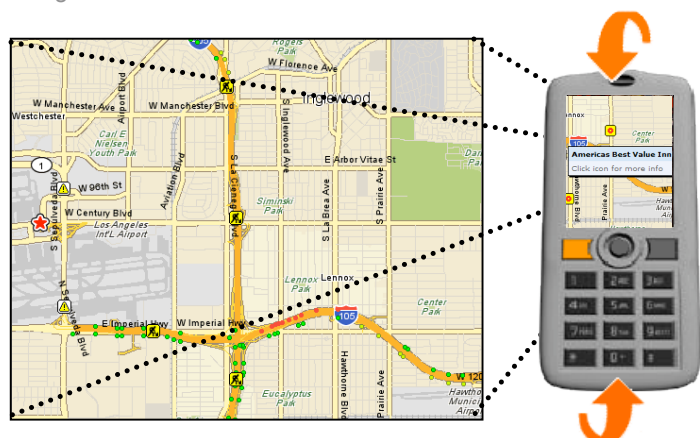
The small footprint of the software and its low memory consumption enables Motionized to be implemented on low, as well as medium to high end terminals, thus offering the widest possible reach of users.

Zoom in on Motionized

By using the movement of the handset to enable users to browse menus, pan and zoom within images, navigate web pages or play games, the Motionized handset introduces a breakthrough in the user experience.



Moving or tilting the phone left, right, up, or down commands the navigation interface



Tilting the phone up or down zooms in or out on the area of interest



User Scenario: Ralf, 35, navigates the web and checks his emails on the move

"I used to get tired of using the joystick or the arrow keys to zoom in and out and navigate within web pages. It was a tedious and discouraging experience. Now, on my Motionized handset, it takes just a few seconds to find and reach the link of interest on the web page. It's a totally new experience and now I can truly say that I surf the web with my 3G handset!"

"I have access to my professional email box on my 3G handset so I often receive large reports that I need to review while traveling. With Motionized navigation, I don't need to wait until I get to my hotel room to open the attachments on my laptop. I can read through directly on my handset by slightly moving my hand, as natural as if I were holding and reading a printed report in my hands."



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Easy integration
– High value

Motionizing the handset consists of simply integrating a low footprint C code library. The Motion Cortex™ library interacts directly with the camera and delivers motion information, zoom and translation steps to upstream applications

Realeyes3D ensures that integration and delivery are simple, efficient, and adhere to these requirements.

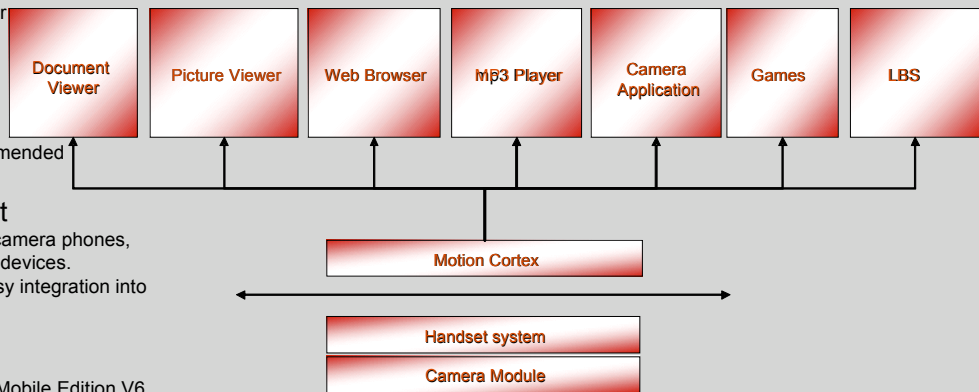
Features	Benefits
Motion-based navigation and zooming	Natural, seamless and innovative user experience
Versatility	Navigation features for any application can be mapped to make use of motion information delivered by Motionized
Manual mode	Panning and zooming can also be done manually by pressing keys or moving the handset joystick
Fully software-based	No need to add expensive dedicated hardware
Works seamlessly with front and back camera	No action is required from the user to activate one camera or the other. No need to open the back camera lead for 3G phones with front camera..



Technical specifications

•Minimum device requirements

- Processor: ARM 9 or higher
- ROM: 40 kB
- RAM: <100 kB
- Camera module :
 - >any resolution
 - >>12 frames/sec recommended



Proprietary platform support

Motionized is suited for all ranges of camera phones, from low-resolution to high-resolution devices. Motionized has been designed for easy integration into any proprietary operating system.

Open platforms support

Symbian S 60, BREW and Windows Mobile Edition V6 or greater



For a live demo visit:
<http://realeyes3d.com/motionized>

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