

scanR Introduction

~Business Center in your pocket~

scanR K.K.
March 2009

Who are we & what we do?

- **Company Name** : scanR K.K.
- **Japan Office** : Minato-ku, Tokyo
- **Headquarter** : Palo Alto, CA U.S.A.
- **Corporation** : May 2007

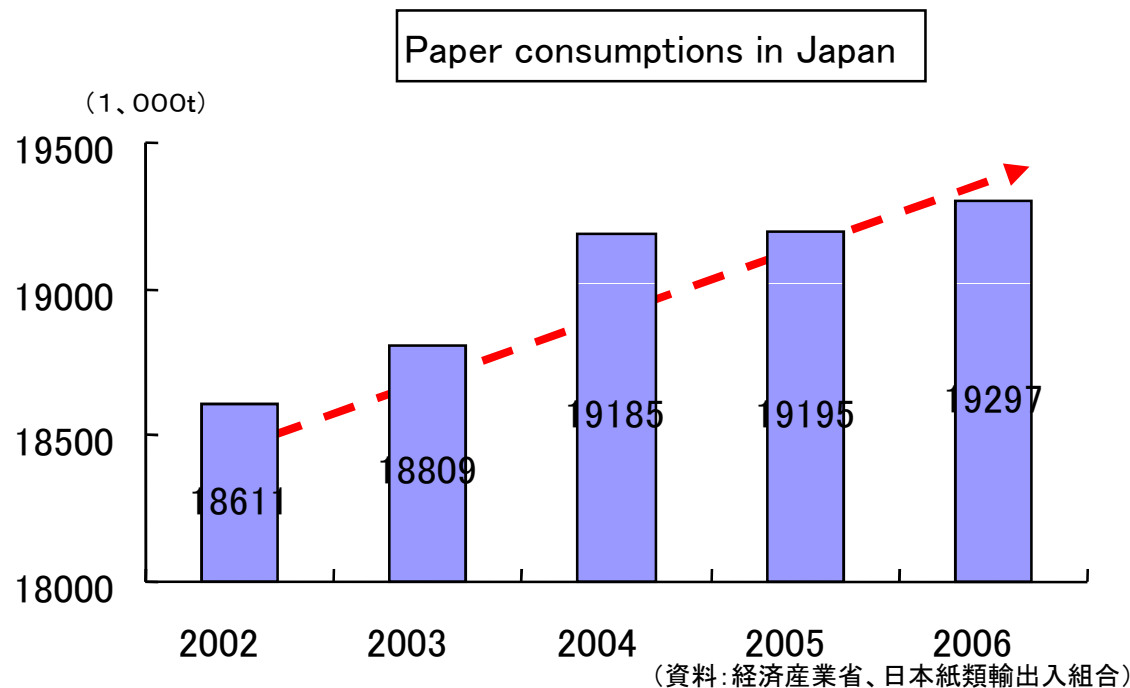
Intel, Hewlett-Packard, Kodak's PhDs & Myspace, E-bay's Server engineers funded scanR in Silicon Valley

- **Missions**

scanR is an online SaaS that enables a camera phone or digital camera to function as a scanner, copier and fax

Problems – Information on Physical Media is growing

- ① In Japan, 130 A4 papers are produced per day per person in 2006.
- ② 70% of those includes information such as brochures, note, contract document, copies etc..... Source; (JATAN)



What are we resolving?



Digitize information on physical data in Mobile environment. Utilize tools such as store, search, share and improve efficiency of corporate, prosumers and consumers.

- **Papers/Physical Media**
Can't use tools such as Store, Search, Share.

- **Digital Information**
Can use digital tools and effective



These device need to be plugged-in the wall !

scanR – How did we resolved ?

(More than 1B 2MP camera phones were shipped in 2008.)

scanRSM Service

Value

- FAX, Copy, scanner functions only with camera phones



Reduce cost

- Do not require expensive hardware.



- Utilize PC and cell phone tools

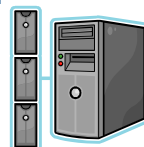


Efficiency

- Digitizing information in mobile environment.



- Service integration with other services with open API on server



Flexibility

- Integrating with other service to improve productivities



- Simply send image via E-mail or application on phones

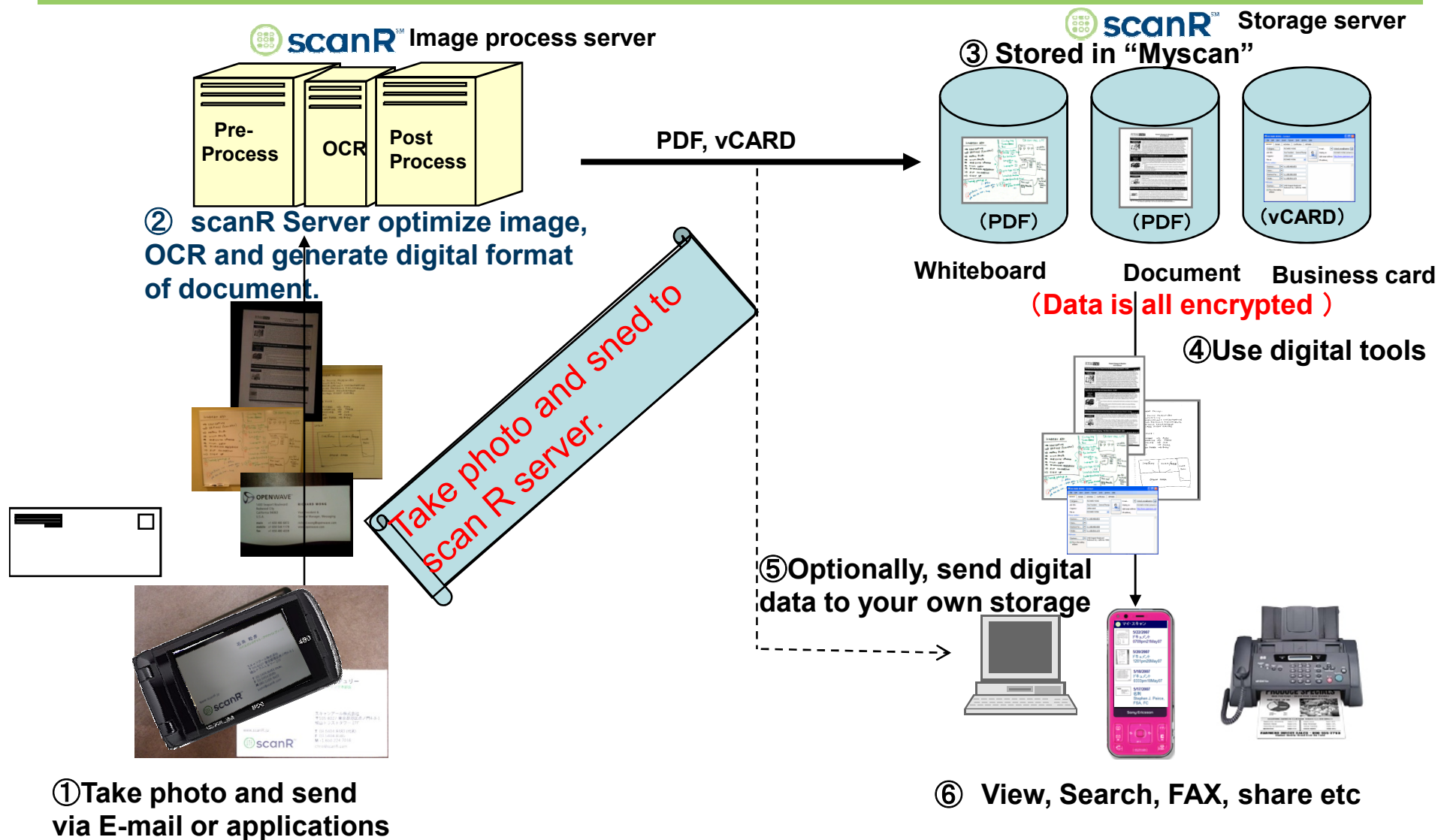


Usability

- Many users can use very simply

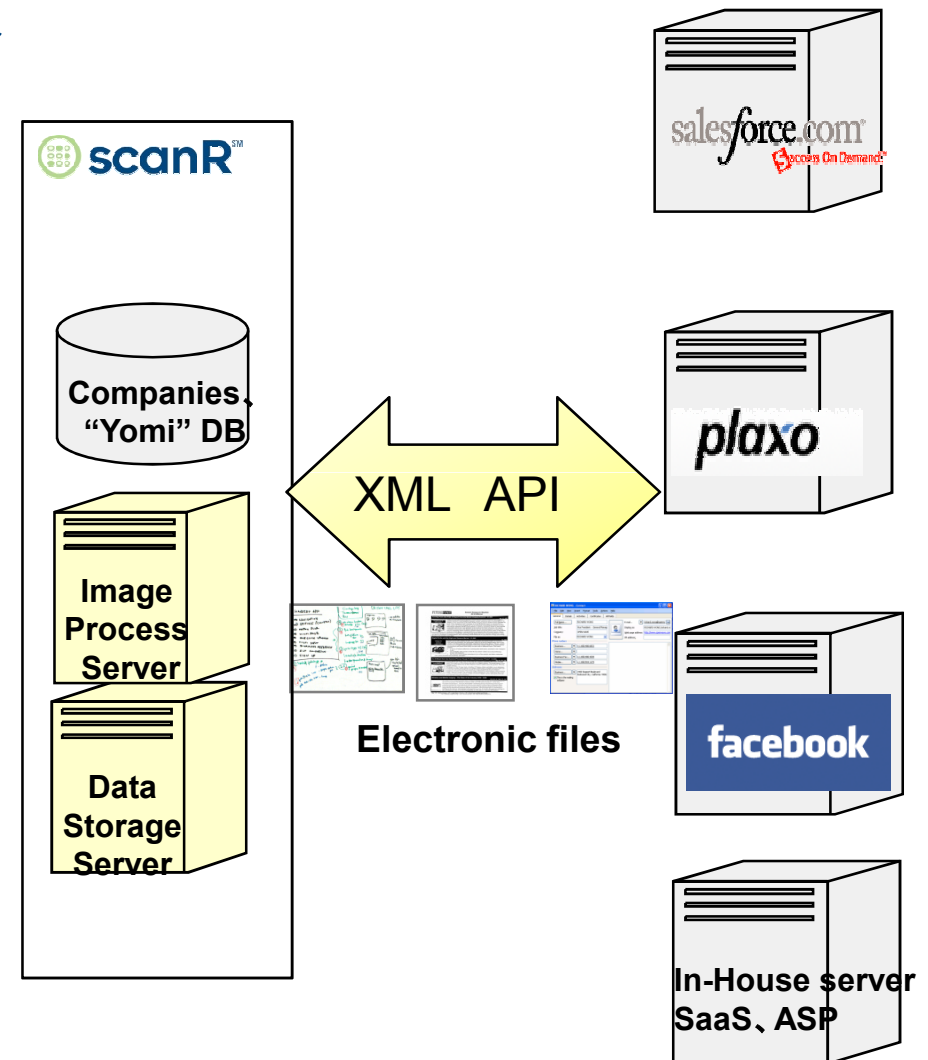


How does scanR works?

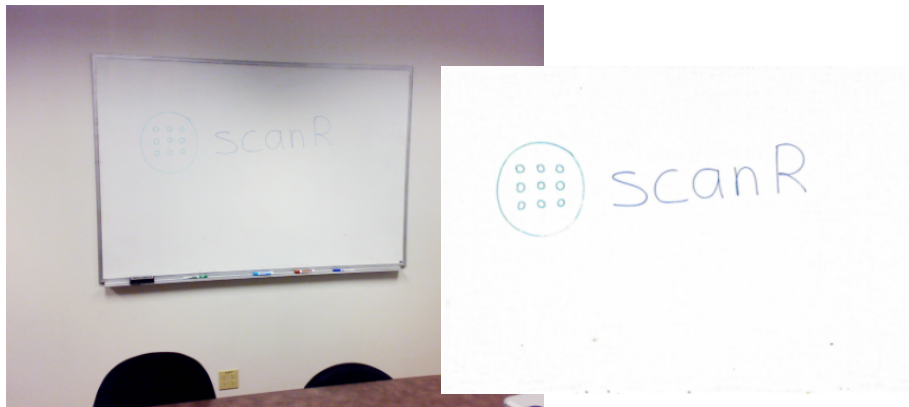


scanR Systems- Open Server Architecture

- Consists of image process server & data storage server.
- Name of companies and Japanese Name “Yomi” database are integrated to improve accuracy of scanning.
- Easy integration with other ASP, SaaS and in-house server with open API.
- Already integrated with several partners and corporate servers



- [illegible]

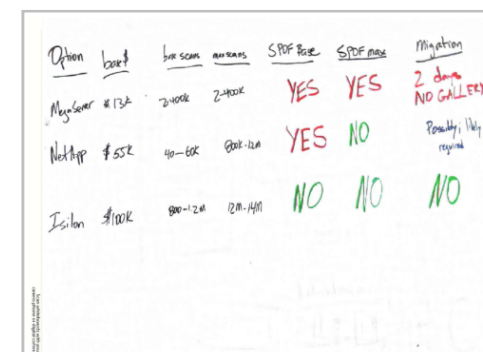
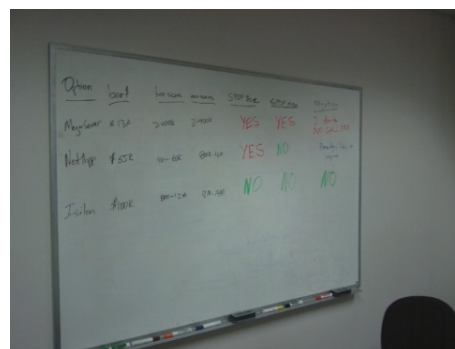
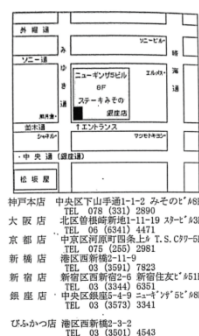


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Image processing technology (Patent Pending)

● Geometry adjustment

- Adjust geometry of slant image



● Noise reductions

- Refection, Shadows and other noise on image

● Edge detection

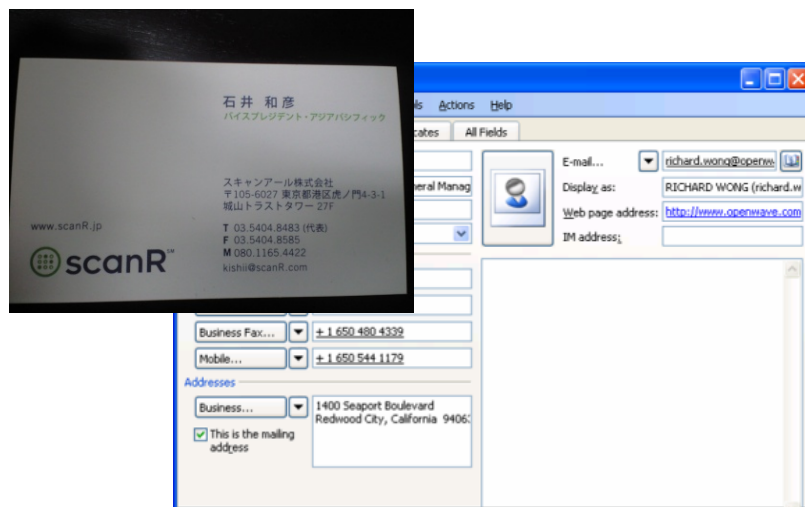
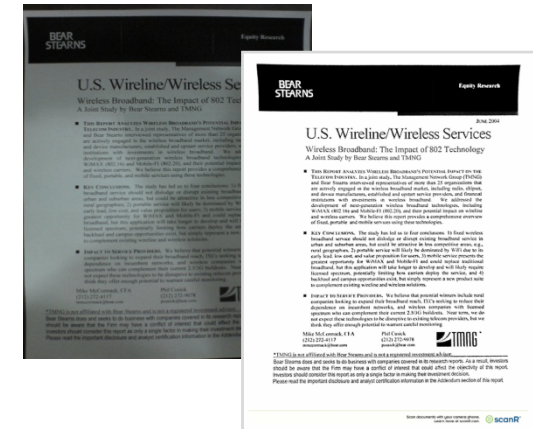
- Distinguish actual documents and back ground

● Graphics & characters separations



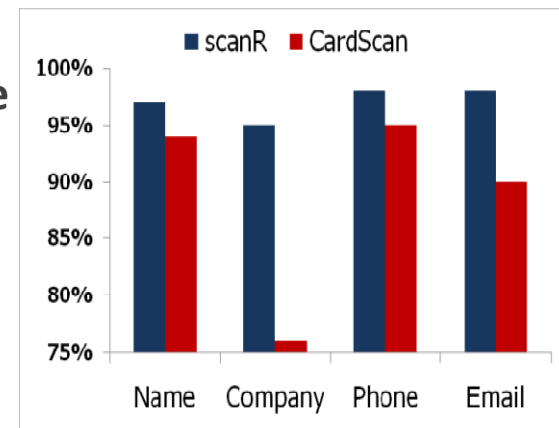
Image processing technology (Patent Pending)

- **Low resolution image optimization**
 - Support 2MP camera
 - White board and note can be supported from 1.3MP
- **Grammar Engine – Post image process**
 - Convert post OCR'd engine to PDF or vCARD



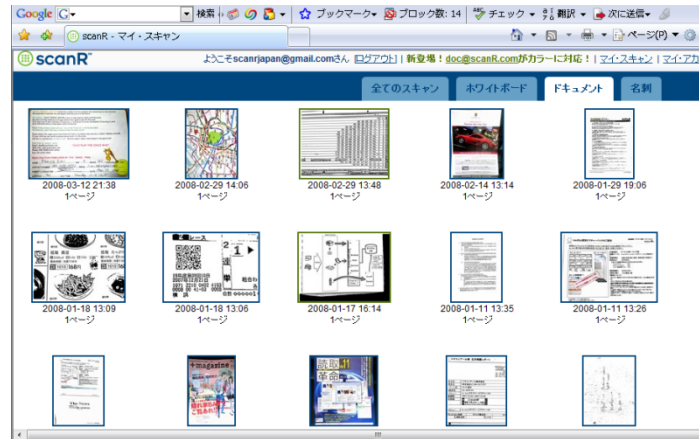
**scanR accuracy.
Average 19% accurate
Than CardScan**

Source: Frost & Sullivan



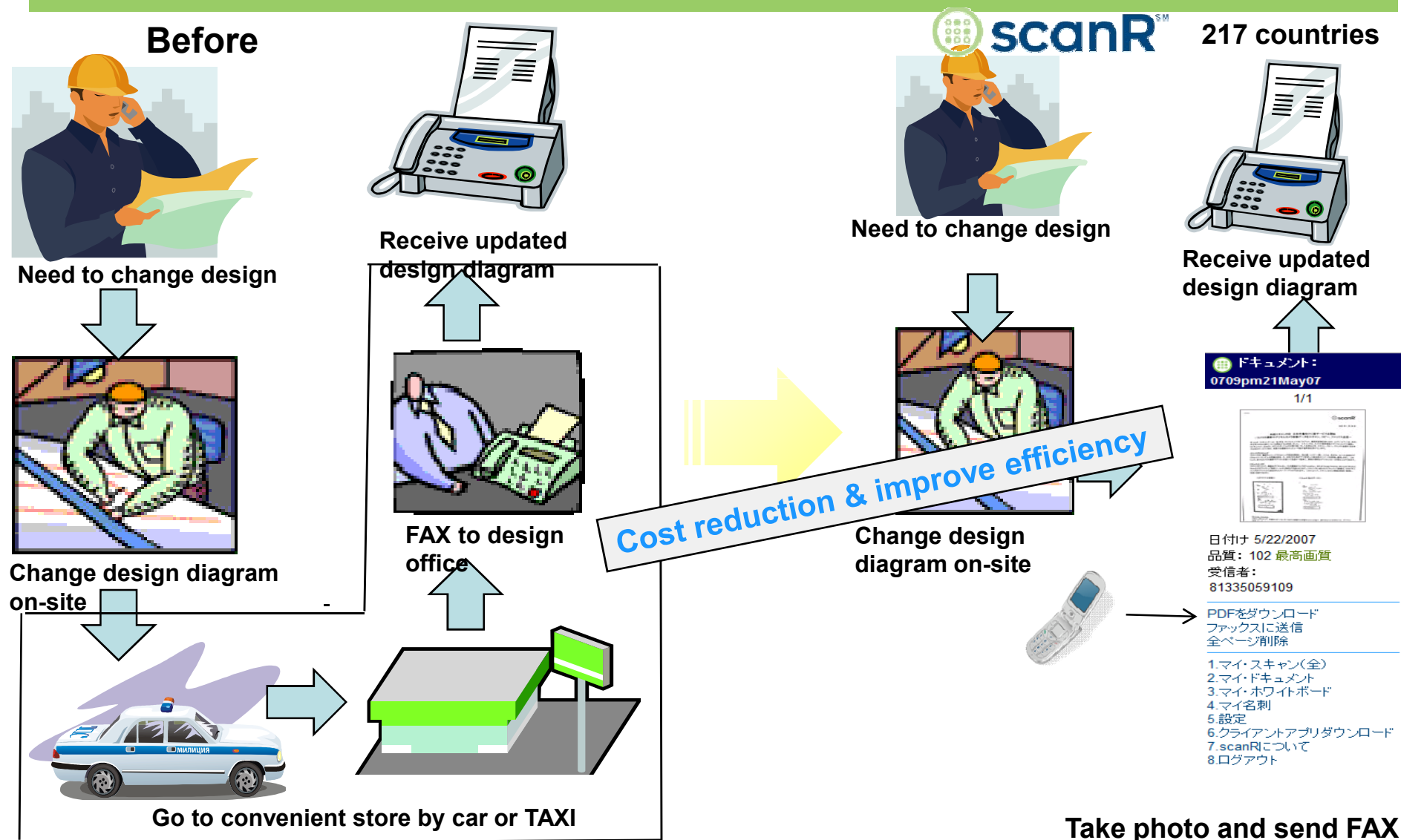
Data storage Server – Secure data storage

- ⑧ All data is encrypted and stored



- ⑧ scanR Systems were accepted by Symantec's "Security Investigations"
- ⑧ User can chose not to store scanR storage server and store own storage

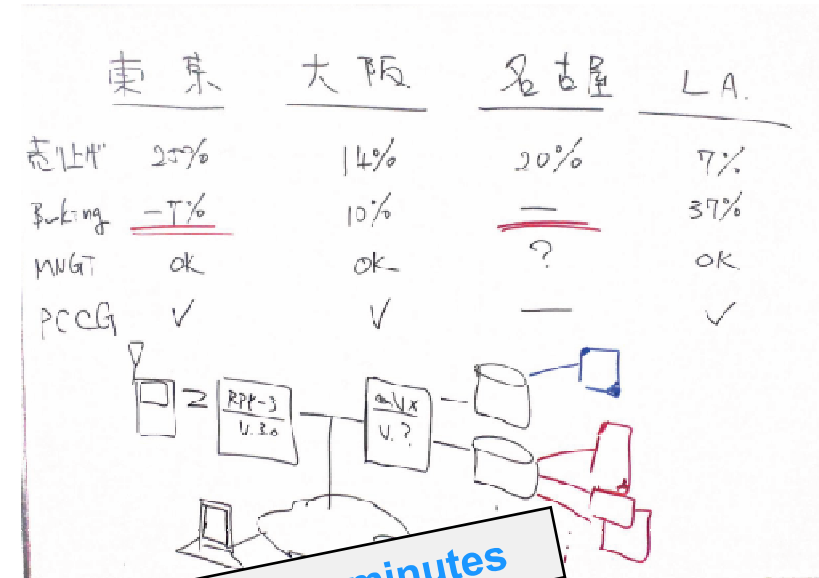
Examples – Mobile FAX – A construction company



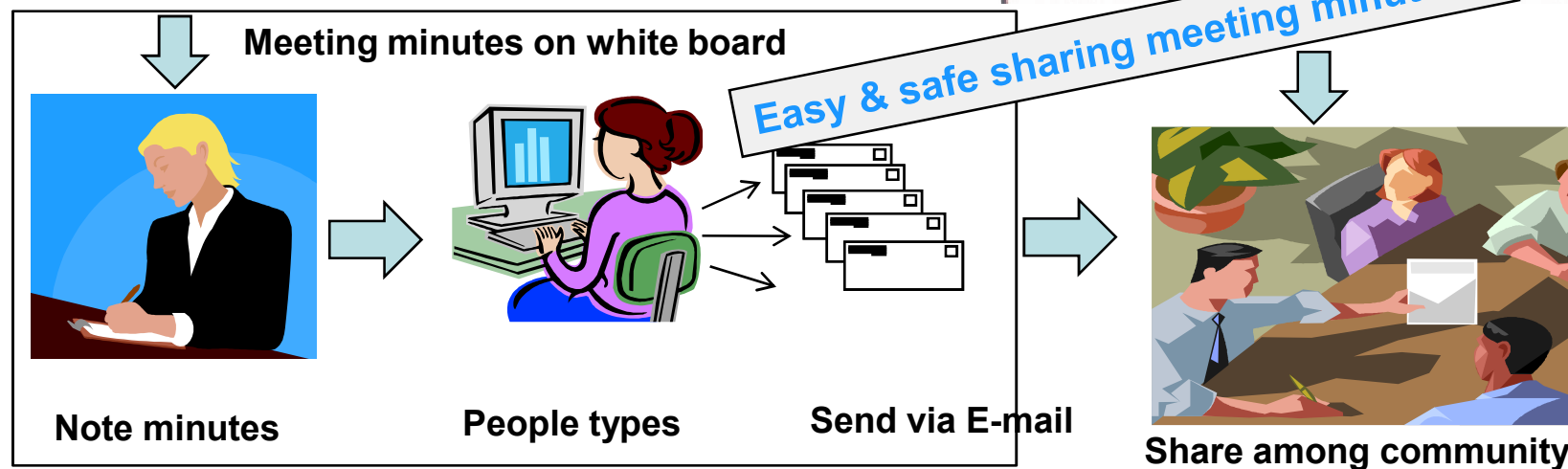
Examples – sharing meeting minutes



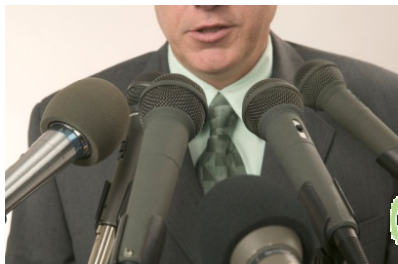
	東京	大阪	名古屋	L.A.
売上	25%	14%	20%	7%
Booking	<u>-7%</u>	10%	<u>—</u>	37%
MNGT	OK	OK	?	OK
PCCG	✓	✓	—	✓

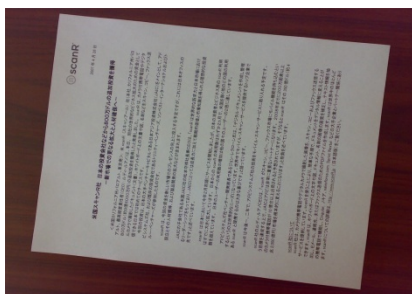
	東京	大阪	名古屋	L.A.
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Booking	<u>-7%</u>	10%	<u>—</u>	37%
MNGT	OK	OK	?	OK
PCCG	✓	✓	—	✓



Examples – Press release



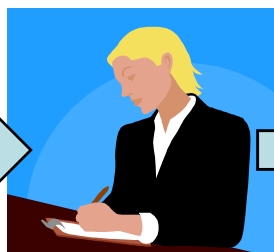
Language support



Distribute press release



Go back to office

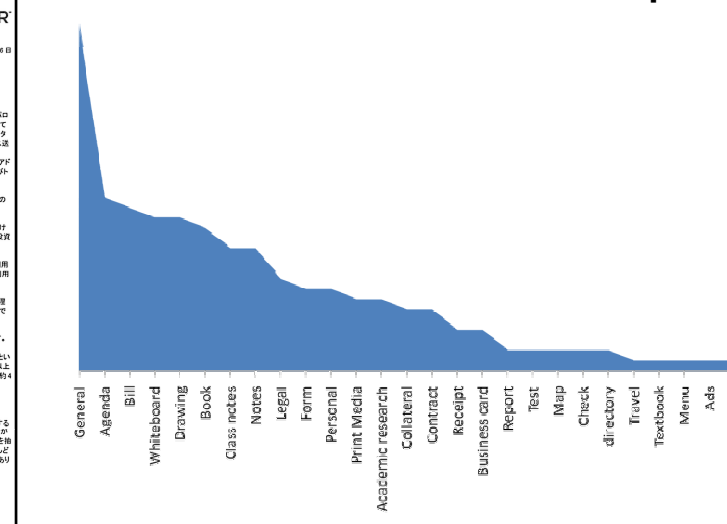


Editing



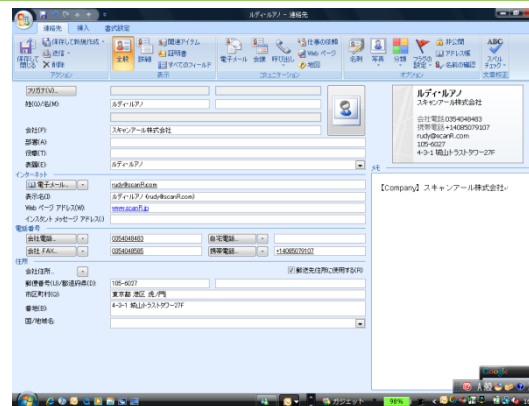
Release will be on-line or paper media

Document example



- **Doctor's medical record**
- **Law firm document**
- **Real estate**
- **Contracts**
- **Expense receipt**
- **School document**
- **Cooking recipe**
- **Transportation's schedule**

Examples – Business card reader

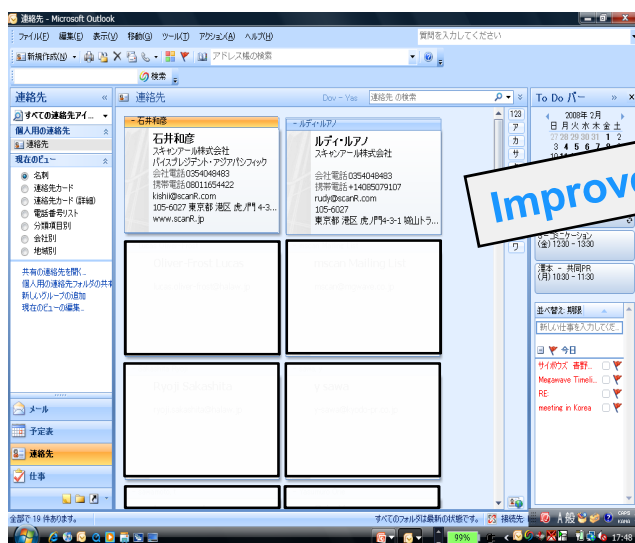


vCARD format

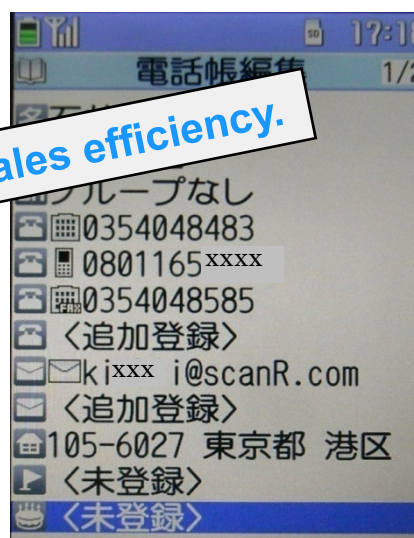
facebook

plaxo

salesforce.com
Success On Demand™



PC Desktop client (Outlook)



Cell phone contacts



Other SaaS systems (Salesforce.com)

scanR preset handsets



E30HT



E05SH & E06SH

Partnership Landscape

Marketing Partnerships & Integrations via scanR API



Distribution Partnerships

