



# Mobile Capture in a Cloudy World

## *Trends in Data Capture, Imaging, and Mobile Content Management*

DEAN TANG, CEO  
ABBYY USA



# ABBYY's Mobile and Cloud Vision: Capture Anywhere, Anytime

- Ubiquitous Capture Device
- Always Connected



**ScanSnap S1100  
for Mac or PC**





# Mobile Landscape: Enhanced Cameras and Capabilities

- Ongoing improvements are increasing the opportunity:
  - High megapixel resolution
  - Optical zoom
  - Autofocus
  - Auto flash, LED flash
  - Network connectivity
  - Large touch screens
  - Highly responsive
- Ubiquitous Capture Device
- Always Connected Mobile Data Capture Services



# ABBYY's Mobile and Cloud Vision: Transforming Capture

- Document images to searchable data
- Environmental images to visual search
- Provides the foundation and expertise for deploying OCR-enabled technologies
  - Mobile
  - Cloud
  - Traditional client/server





# Mobile OCR Examples: Documents Images

- Mobile Services
- Invoice Services
- HR Services
- Vertical Services
- Conversion Services
- Document Services
  - Agreements
  - Invoices
  - Contracts
  - Receipts

Shipping documents



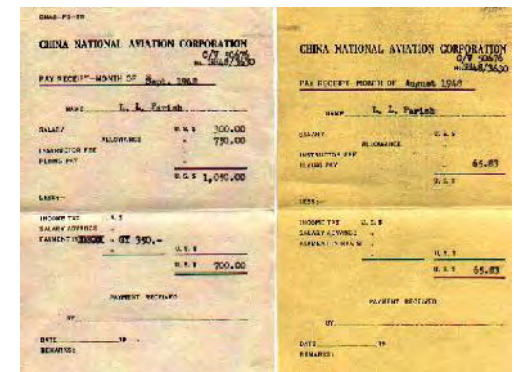
e-banking



UPC & Bar Code



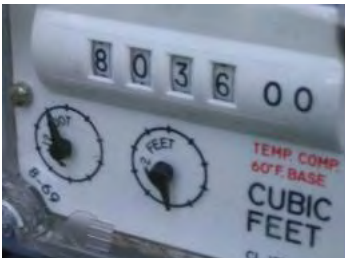
Receipts





# Mobile OCR Examples: Environmental Images

- ABBYY Transforms environmental images into data that can be stored, shared or exported to other applications





# Trillion Capture:

Your Business Needs Anytime, Anywhere Capture

## ■ Mobile Distributed Capture

- Centralized – desktop – mobile/Cloud
- Moves capture to the point of origin
- Bridges the gap between businesses and services



Burlingame, CA USA  
June 2011



# Mobile Capture: Smart Image Display

3-5''



Mobile

5-8''



MFP  
Scanner

8-12''



eBook/Tablet  
Netbook  
Paper (8.5x11)

12-24''



Laptop  
PC  
Kiosk

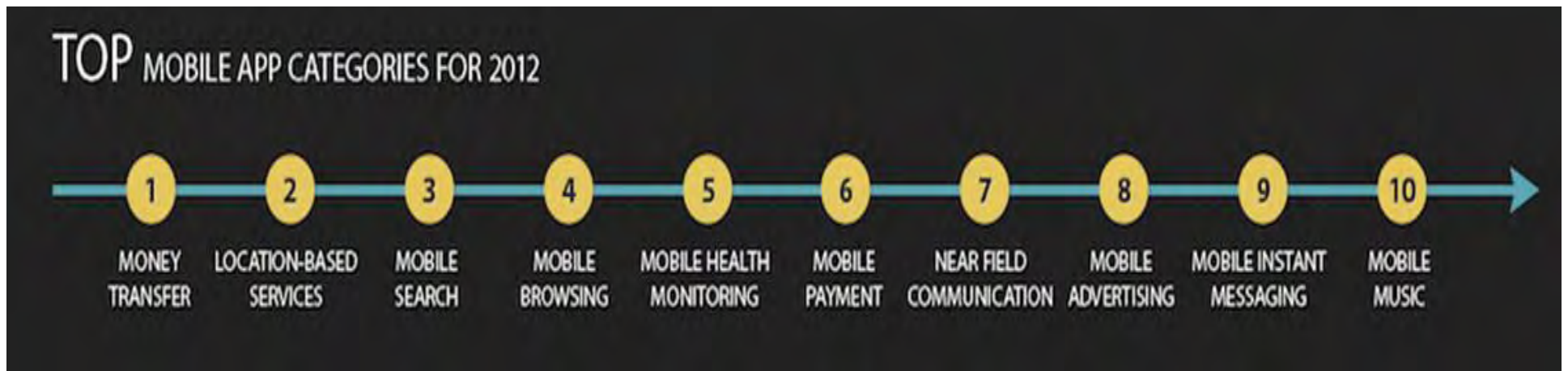
24''+



TV



# Gartner Identifies: Top 10 Consumer Mobile Applications for 2012



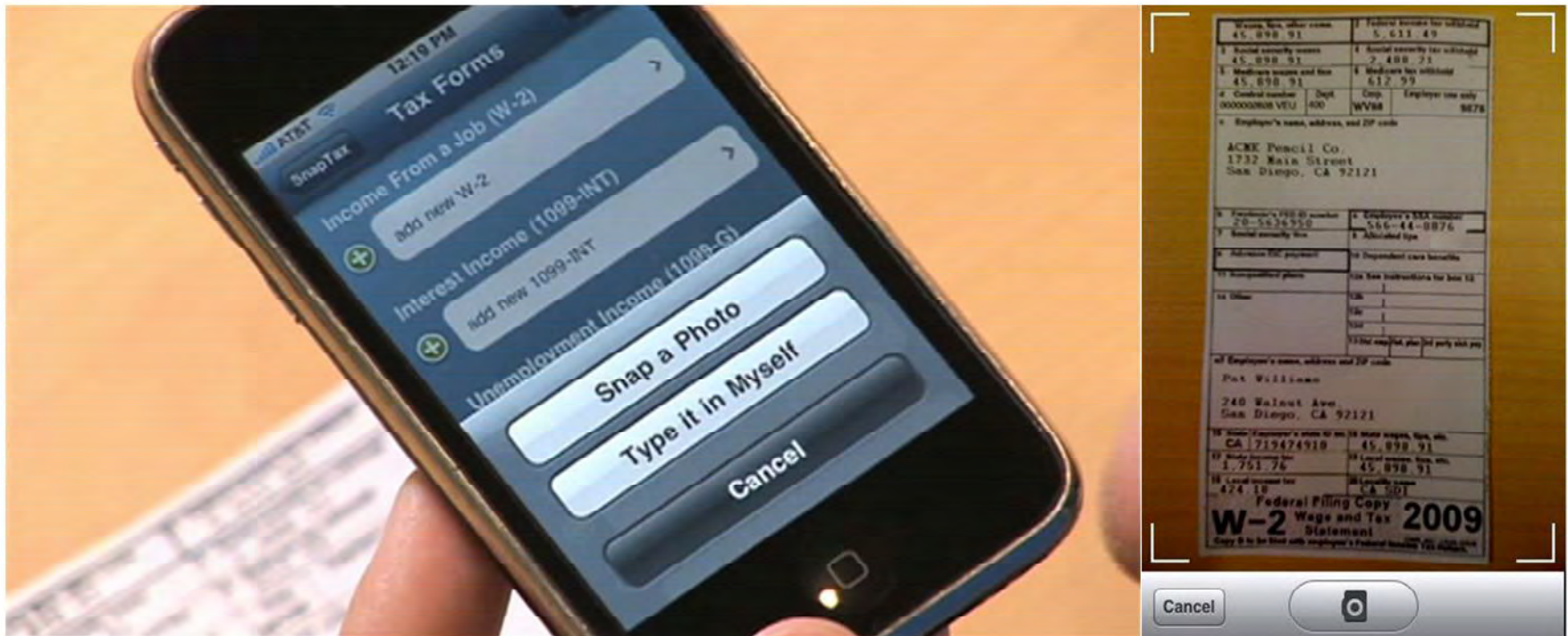
## Mobile OCR Capture is Ready

- Ubiquitous capture device
- Always connected network
- Cloud infrastructure
- Mobile Appstores
- Mobile FineReader OCR SDK
- Cloud FineReader OCR Web-API
- FlexiCapture technology for semi-structure form





# Case Study: Intuit SnapTax



<http://www.youtube.com/watch?v=5cyTWBnLulo>

# Questions?

