

eyeBuy Visual Search 1.5 Turns iPhone into Bargain Shopping Powerhouse

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Spurrier Group today released eyeBuy Visual Search 1.5 for iPhone and iPod touch users looking for price deals. The application offers a myriad of local shopping search engine results, which can be obtained with barcode scans, photos or used manually to find the best online deals for specific products. A combination of learned image recognition and a speedy performance makes eyeBuy Visual Search a fast, easy resource for bargain hunters.

New York, NY - Announcing that Spurrier Group, the developers of eyeBuy Visual Search, has released the 1.5 version of their app for users looking for price deals. The application offers a myriad of local shopping search engine results, which can be obtained with barcode scans, photos or used manually to find the best online deals for specific products. A combination of learned image recognition and a speedy performance makes eyeBuy Visual Search a fast, easy resource for bargain hunters.

Whereas finding the prices on products used to involve reading flyers and driving from store to store, the best deals on the web can now be located simply and quickly by using the eyeBuy Visual Search app. Users can scan the UPC barcode of a product or snap a photo of it. eyeBuy Visual Search software uses that code or picture to search through several shopping search engines to return results that are local to the user's region. In other words, a search engine like Amazon would only search the U.S. site if the user is located there.

Currently, there are seven search engines being used, with more being added shortly:

- * Google Products
- * Yahoo! Shopping
- * Bing Shopping
- * Kelkoo
- * Amazon
- * Pricegrabber
- * Craigslist local
- * More search engines coming

This application features the newest technology being employed - learned recognition, content-based image retrieval. That means that the app learns, based on the images that are used. The more times an image is used for searching, the finer the search results become for that product.

Almost anything can be searched for by UPC code or photo. Most common items are CD's, DVD's, records and household items. With items like computer peripherals, grocery items, and household goods, the learned recognition comes into play. Once several people scan the same item for searching, the app will realize what it is and know where to look for it.

Features:

- * Cutting-edge, content based image retrieval (CBIR) platform
- * Integrated with Occipital's RedLaser to read UPC and EAN barcodes
- * App automatically returns results applicable to a user's region
- * Faster performance than ever before
- * Can be used globally
- * Works manually for iPod touch devices without a camera
- * Uses learned recognition for increased search and find ability
- * Even more search engines, speed, real-time product recognition and in app purchases of products available soon

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While eyeBuy Visual Search works for both the iPhone and iPod touch devices, there are some models of iPod touch that do not have a built-in camera. In that case, users are still able to take advantage of what the app has to offer, they just do their searches manually.

Although this application presents the latest, easiest, fastest shopping searches available, upcoming releases to add even greater speed and functionality are in the works. One of the new features will allow users to purchase the deals they find from within the app and have the product delivered to their door. Is eyeBuy Visual Search changing the way people shop? Undoubtedly and for the better. People can save time, work and money without having to leave their devices. Shopping doesn't get much easier than that.

Device Requirements:

- * iPhone and iPod touch
- * Requires iPhone OS 3.1 or later
- * 2.6 MB

Pricing and Availability:

eyeBuy Visual Search 1.5 is only \$1.99 (USD) and available worldwide exclusively through the App Store in the Utilities category. Promo codes are available for qualified reviewers. Please specify the website or blog you represent when making your request.

eyeBuy Visual Search 1.5:

<http://www.eyebuyvisualsearch.com/>

Purchase and Download:

<http://itunes.apple.com/us/app/eyebuy-visual-search/id338485453?mt=8>

YouTube Video:

<http://www.youtube.com/watch?v=ldbrEDJ7wzE>

Media Assets:

<http://s827.photobucket.com/home/brspurri/set/2006>

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Brett Spurrier
Media Contact for Spurrier Group

brett.spurrier@gmail.com

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