

WorldCard Mobile named Best Mobile App OCR by 2010 MOBI Awards

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The 2010 MOBI Awards have chosen WorldCard Mobile as the Best Mobile App OCR, honoring the app as a leading mobile innovator. WorldCard Mobile is the leading business card scanning application for iPhone. Using state of the art Optical Character Recognition technology, the app allows users to instantly transfer information from business cards into their contacts without any manual input. WorldCard Mobile has already been praised for its superior recognition abilities and functionality.

Fremont, California - The 2010 MOBI Awards, honors the top achievements made in mobile media, marketing and advertising. Presented by DigiDay, the MOBI Awards' mission is to honor the groundbreaking work in multiple mobile categories, including websites, applications, creative, and agencies.

WorldCard Mobile, the Best Mobile App OCR as appointed by the 2010 MOBI Awards, is the leading business card scanning application for iPhone. Using state of the art OCR (Optical Character Recognition) technology, the app allows users to instantly transfer information from business cards into their contacts without any manual input.

"It is a great honor to win this award," Dr. Tsay, CEO of Penpower Inc. says, "We are committed to the constant innovation and enhancements of WorldCard Mobile and thankful to the MOBI Awards for recognizing these efforts."

Since its release into Apple's iTunes Store, WorldCard Mobile has steadily maintained a top 10 position in the business category and continues to update and improve their application to provide users with the utmost usability, functionality and flexibility. This is clearly demonstrated in the app's ever-increasing speed, accuracy and response to user needs for features such as additional languages, enhanced recognition ability and email signature capture.

WorldCard Mobile has already been praised for its superior recognition abilities and functionality from CTIA, who awarded it the 1st place Emerging Technology Award in the Mobile Applications: Business Productivity category for 2010.

With the iPhone's camera, Penpower Inc., recognized the opportunity presented by the iPhone to move their already renowned business card scanning software to a new platform. Using their sophisticated OCR technology, WorldCard Mobile allows users to take a picture of a business card with their iPhone and have the information automatically entered into their contact list.

Supported Languages:

* US English, Dutch, French, German, Italian, Portuguese and Spanish

Device Requirements:

- * iPhone, iPod touch, and iPad
- * Requires iOS 3.1 or later (iOS 4.0 Tested)
- * 5.1 MB

Pricing and Availability:

WorldCard Mobile 2.0.1 is \$5.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Business category. While WorldCard Mobile is optimized to work on the iPhone 3GS and the iPhone 4, it will also work with the 3G iPhone and iPod touch.

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

WorldCard Mobile 2.0.1:

http://worldcard.penpowerinc.com/product_series.asp?sn=47

Purchase and Download:

<http://itunes.apple.com/us/app/worldcard-mobile-business/id333211045?mt=8>

Media Assets:

<http://s667.photobucket.com/albums/vv36/Appency/WorldCard%20Mobile/>

Screenshot:

<http://i667.photobucket.com/albums/vv36/Appency/WorldCard%20Mobile/1.jpg>

App Icon:

<http://i667.photobucket.com/albums/vv36/Appency/WorldCard%20Mobile/Screenshot2010-08-16at100631AM.png>

Penpower Technology is a world leader and pioneer in providing integrated solutions for Intelligent Human Computer Interface Technologies. The company is now developing integrated human machine interface solutions based on "TTS, OCR, Speech, Handwriting and Biometrics." Founded in 1991, Penpower has focused on developing business productivity software, Asian language-based software, and mobile electronics. Through a human-centric philosophy and continued innovations in multi-processor, multi-platform and multi-language recognition systems, Penpower is the leading provider of information technology, innovations, solutions and professional service dedicated to realizing perfect communications between man and technology. Copyright (C) 2010 Penpower Technology. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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