

WorldCard App Helps Make the iPhone 3GS a Tool for the Enterprise User

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Penpower Inc's WorldCard Mobile App for the iPhone 3GS allows business users to take photos of business cards and have them inserted directly into the users contact book. The application recognizes cards in seven different languages making it the ideal iPhone app for the business user. WorldCard Mobile uses Penpower's proven OCR technology to provide superior recognition quality, allowing for text detection from many cards other readers cannot access at much faster speeds.

Fremont, CA - The iPhone for enterprise use? While many pundits have decreed the iPhone not fit for enterprise use, new iPhone apps continue to make the iPhone more enterprise and business user friendly. One of those success stories is WorldCard mobile - a business card scanning application designed for the iPhone 3GS which allows the user to take a photo of a business card and have it automatically entered into their contacts list using their proprietary Optical Character Recognition (OCR) technology.

In less than a month since the application's OCR function launched, WorldCard Mobile has rocketed to the #2 position in Business Apps in the US iTunes App Store, and continues to climb in position around the globe including the top category spot in China, Japan and Korea. The applications language detection capabilities allows it to recognize seven different languages including English, French, German, Italian, Spanish, Portuguese and Dutch.

WorldCard Mobile uses Penpower's proven OCR technology to provide superior recognition quality, allowing for text detection from many cards other readers cannot access at much faster speeds. "The iPhone is not known for being user friendly when entering a significant amount of text", said Dr. Tsay, CEO of PenPower Inc. "WorldCard Mobile makes it quick and easy to import a stack of business cards from after a conference or important meeting without the frustration of a touch screen keyboard."

The iPhone is only the latest channel to be explored by the 18 year old company, which also creates some of the top business card and document scanner hardware and software programs for personal computers. The WorldCard Mobile system has been available for Windows Mobile and Symbian since 2007, and has over a million users worldwide.

WorldCard Mobile is available in the business category of the iTunes App Store for \$9.99, but is currently on sale for \$5.99. WorldCard Mobile is designed specifically for the iPhone 3GS, utilizing its higher quality camera for greater scanning and recognition capabilities. Chinese, Japanese and Korean versions are also available for purchase.

PenPower:
<http://www.penpower.net>

WorldCard Mobile 1.1.0:
<http://worldcard.penpowerinc.com/worldcard-mobile-iPhone.html>

Purchase and Download:
<http://itunes.apple.com/gb/app/worldcard-mobile-business-card/id333211045?mt=8>

Media Assets:
<http://photobucket.com/worldcard>

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

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) 2009 Penpower Technology. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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