Ocutag Platform Overview

The Ocutag™ platform allows app developers to integrate patented Ricoh Visual Search technology into their mobile apps using APIs. Visual search allows app users to snap real-world images that trigger digital experiences. Ocutag’s web-based authoring tool lets content managers define links between images in the physical world—including posters, magazines, catalogs, product packaging, billboards, and photographs—and dynamic digital content.

When an app accesses Ocutag APIs, the Ocutag server finds a match among the images posted in the app’s associated collection, triggering digital experiences specified by the developer—the launch of video, audio, websites, social media, e-commerce transactions, and more—on the user’s device.

Main Elements of the Ocutag Platform

The Ocutag platform consists of 1) an authoring tool through which content owners upload images and associate digital content and experiences with them, and 2) a recognition engine that apps communicate with through API calls to deliver end-user experiences in real time.

The Ocutag web service provides two sets of RESTful APIs: the Collection API and the Store API. Within the Collections API, there are two calls: one to get a list of collections, and one to access the image recognition service. Within the Store API, there is only one call: to retrieve any metadata associated with the recognized image.

Developers can use HTTP calls in virtually any programming language to interact with the APIs. The Ocutag platform provides sample code for native iOS, Android, and Windows Phone apps to make it easy to handle basic tasks like integrating authentication, managing HTTP sessions, and calling the Ocutag APIs.
How to Use the Ocutag Service

1) Developers begin by creating an account at: http://www.ocutag.com
2) Developers then integrate sample code into their apps, including the developer and application keys that were generated during the sign-up process.
3) Developers or content managers can upload image files to their collection using the web interface. These images can include print ads, magazines, posters, product labels, book text, newspapers, flat product packaging, photographs, and more.
4) Developers or content managers then author digital content, linking images to video, audio, web pages, social media, email contacts, and more.
5) The final step is to enable images for indexing. Visual search experiences are now available to all users of the developer's app.

| About Ricoh Innovations Corporation |

Headquartered in California’s Silicon Valley with a subsidiary in Bangalore, India, Ricoh Innovations Corporation (“RIC”) develops innovative technologies and creates new businesses for Ricoh Company, Ltd. Founded as Ricoh Innovations, Inc. in 1997 as a subsidiary of Ricoh and expanded to Ricoh Innovation Corporation in 2013, RIC is home to world-class technologists, accomplished ethnographers and designers, and an experienced business team.

Ricoh Innovations Corporation addresses the large opportunities and challenges presented by The Infinite Network – RIC’s vision of the future in which all things and all people are connected all the time. Through the seamless integration of technology, user experience and business expertise, RIC generates Deep Innovation leading to the creation of new businesses that provide value to Ricoh’s customers. Internal innovation is complemented with Open Innovation: working in partnership with a broad range of leading universities and forward-thinking companies around the world. To learn more about Ricoh Innovations Corporation, visit http://ric.ricoh.com.