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Press Release

iTraff Technology Press Release - Alexander Muse Joins Advisory Board

American entrepreneur Alexander Muse has joined iTraff Technology as an advisory board member. As an experienced CEO, co-founder and veteran advisor in the American e-commerce industry, Alexander brings over 16 years of experience to iTraff Technology, in an effort to bring quality image recognition technology to the e-commerce marketplace.

“We are witnessing a rapidly growing trend of augmented reality, and image recognition technology is a natural component to that growth,” stated Alexander. iTraff Technology develops mobile platforms like Recognize.IM, which empower mobile apps to recognize real-life objects or images, turning smartphones into smart shopping tools where customers can purchase stuff simply by taking a photo of it. Alexander observes, “virtual stores are already popular today. People can purchase items taking pictures of store shelves and have the goods automatically shipped to their home. Soon, every business will be interested in using image recognition technology in their mobile applications.”

As a veteran in the e-commerce industry, Alexander sees the huge opportunity for technologies like Recognize.IM. He is best known as the co-founder and CEO of ShopSavvy, the world’s most popular purchasing app which boasts over 40-million downloads and has recently completed a \$7-million round of financing, backed by the co-founder of Facebook, Eduardo Saverin. Co-founder and CEO of iTraff Technology, Arek Skuza, thinks “Alex is a great addition to the board, and shares our enthusiasm for bringing quality image recognition to the mobile marketplace.”

“The current market for this type of technology is already huge,” according to Alexander. “Today in the United States alone, it reaches almost a billion USD. Globally, we’re looking at four times more than that”.

Applications for image recognition technology are not only limited to e-commerce purchasing power. iTraff Technology image recognition has application in the publishing and marketing industries, allowing brands to create better mobile interactions with users and their smartphones.

Recognize.IM is a service developed by iTraff Technologies, with offices in Dallas, Texas and headquarters in Poznań, Poland. The company was established in 2010 and its products have won many prestigious awards through Europe. iTraff Technologies is interested in international partners, the most recent of which was Facebook, for the World HACK 2012 competition.

Additional information:

<https://www.recognize.im/>

<https://www.recognize.im/site/showcaseApps>

<http://shopsavvy.mobi/>

<http://www.crunchbase.com/person/alexander-muse>

Enquiries:

Rafal Dubrawski

rafal.dubrawski@recognize.im