Snap2Tell is an intelligent platform for rapid and easy creation of mobile apps for multimedia information access via mobile devices. A web based portal is provided for users to create their own mobile apps in a few minutes without programming and knowledge in image recognition. Snap2Tell helps to enhance user experience with augmented content from a simple picture taken.

This technology had been successfully deployed to local and regional newspapers and publications, like Thailand’s The nation, Malaysia’s The Star, Philippine’s Daily Inquirer, The Jakarta Post, Kompas, Myanmar’s Eleven, Singapore’s The Edge, Hong Kong’s China Daily, Singapore National Heritage Board, Singapore schools.

Features

- Fast and precise image recognition
- Uploader web portal to build your own app
- Support multimedia contents including 3D model and animation rendering for augmented reality applications
Applications

- Link printed media to live digital contents
- Mobile interactive advertising
- Vision based augmented reality application
- Mobile tour guides and interactive learning
- Mobile visual search and information retrieval

Benefits

- Quick, easy and intuitive access to information
- Save time and effort to publish contents
- Low cost platform to facilitate self creation app