How you can benefit

HashThySelf does likeness-based image search. Are you a website or service that has anything to do with images of people's faces? Maybe you

> ➢ Search and retrieve them based on textual tags
> ➢ Categorize and catalog them
> ➢ Or simply use them for editorial purposes

Maybe images are part of profile information that you hold and display about your users or maybe you simply want to increase your traffic by publishing a catchy and addictive image-based widget linking to your site. If so, HashThySelf is ideally positioned to add value to your offering. With our unique technology, HashThySelf is able to analyze and index a large number of images and rapidly retrieve them based upon similarity to an input image.

Use cases:

1. User profiles (Yahoo!, Facebook, Myspace, Dating websites, etc.): Show widget-based "neighborhood" profile-links of other users who look like the person in the displayed profile. When I see the profile of a person, I would also get to link to other people in your database that look like this person. Dating websites — Use HashThySelf to allow your users to search profiles by likeness (e.g. "I'd like a date who looks like this")

2. Traffic generation (arbitrary services): Publish HashThySelf's attractive "Celeb match" widget on arbitrary web pages and have viewers click on them to arrive at your site and generate their own widgets. The possibilities are endless.

3. Mobile Entertainment: Offer your own version of the immensely popular Celebrity Lookalike Finder application. It's ideally suited for today's cellphones with high-resolution cameras, Web-2.0 and the increasingly popular data-plans. Carriers can boost their subscription revenue, content creators can realize licensing fees and mobile application developers can generate sales. It's win-win all the way around. For sample applications, see the "Mobile" links under Hashthyself.com.

Easy Licensing and Installation

Licensing is on a straightforward per-node, annual basis at a low price. Each licensed node can search approximately 5000 images per second to seek out matches. Opaquely scaled-out solutions are also available with exactly the same interface as a single node. That is, by licensing a node-farm you can search arbitrarily sized image inventories with practically no loss of performance. Moreover, the interface to the single farm-manager (which will hide multiple servers behind it) is identical to the interface to a single HashThySelf node; so you can test the waters by licensing a single node first, and then scale out as necessary.

Installation is a fully documented, clear and straightforward procedure. When the HashThySelf engine arrives at your premises, it will be a self-contained Linux server that you should simply be able to plug into your network and point at your images. The server supports an ASCII interface via TCP and optionally also a CGI interface with upload functionality.

Customized licensing options are available. Contact hashthyself.com today at 650-224-4733 or sales@hashthyself.com

Hosted Solution

Starting November 2008, HashThySelf is proud to announce the availability of a hosted solution. You don't need to mess with software installation and maintenance if you don't want. We do it all for you. All you need is to ship us your image inventory periodically and we will get it indexed and served for you via a convenient HTTP interface. Contact our friendly support staff for more details. Pricing is simple, the SLA is straightforward and this is a great way to dip your toes into the water with face matching technology.

Visit http://www.hashthyself.com to find out more