



VISION IQ WINS WALL STREET JOURNAL EUROPE INNOVATION AWARDS

Vision IQ's Computer-Aided Drowning Detection System, Poseidon, Receives Silver Award for Business Innovation and Gold Award for Business Application

Newbury, Berkshire – 26th November, 2001 Vision IQ™, a computer vision software developer and creator of Poseidon™, the world's first computer-aided drowning detection system, has today been declared a silver winner in the Overall Business Innovation category of the Wall Street Journal Europe Innovation Awards. Vision IQ also won the gold award in the Business Applications category. The company received the award for Poseidon, developed by its aquatic safety division Poseidon Technologies.

Designed to work alongside lifeguards, Poseidon is a computer vision surveillance system that recognizes texture, volume and movement within a pool. Comprised of an advanced underwater and overhead camera network that constantly surveys the pool and a specialized software system that analyses, in real-time, the trajectories of swimmers, the system alerts lifeguards in the first seconds of a potential accident.

Over 220 applications were submitted for this year's awards, which aim to honour individuals, companies and organisations who have developed new ideas, products, methods or technologies that improve quality of life or enhance productivity. To decide the three top winners, the judges examined how far each innovation went beyond marginal improvements to an existing idea. "Innovation requires the leadership, vision and experimentation to arrive at the unexpected and potentially more fruitful landmark in delivering that product or service," summed up Fabiola Arredondo, one of the judges and the former managing director of Yahoo! Europe.

Jérôme Ménière, the founder and CEO of Vision IQ, said, "We are very proud to have been accorded this Silver Business Innovation Award and this Gold Business Application Award. Both of them underscore the value of the technology developed by Vision IQ. We have at our disposal computer vision technologies that represent the international state of the art, and we have taken them to the next step - robust, reliable technologies that can be used in critical applications. The Poseidon system is a unique innovation, which pushes back the existing frontiers of computer vision technology. We believe that Poseidon will one day, soon, become the standard in aquatic safety." Jérôme Ménière will

accept the awards for Poseidon at the Wall Street Journal Europe Second Annual European Entrepreneurship Summit, in Munich, tomorrow night.

About Vision IQ

Vision IQ is a software company specialized in computer vision and image processing for Smart Vision™ applications. The company has developed and patented new technologies for the surveillance and analysis of visual scenes based on state-of-the-art mathematical formulas. These generic technologies have allowed the development of innovative, mission critical applications in the area of computer vision, the first of which is Poseidon™, the only computer system in the world to help prevent drownings at lifeguarded public swimming pools. With more than 60 employees and offices in France, the United States and Great Britain, the company has closed \$15 million in its Series B funding in April 2001. For more information visit www.vision-iq.com.

Editorial Contacts

Margot Carlson Delogne
Vision IQ
(781) 929-3056
mdelogne@visioniq.com