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**IBM LAUNCHES ULTIMEDIA MANAGER/2 IMAGE RECOGNITION SOFTWARE; SOFTWARE IDENTIFIES IMAGES BY COLOR, TEXTURE, SHAPE AND LAYOUT**

SOMERS, N.Y., May 18, 1993 . . . IBM has launched a beta test program for Ultimedia Manager/2, image recognition software for IBM's OS/2* 2.1. Ultimedia Manager/2 offers users the breakthrough capability to automatically classify, search for, identify and sort images by color, texture, shape, layout or text descriptions.

Ultimedia Manager/2's sophisticated visual query capabilities offer multimedia developers, photographers, desktop publishers and many others the ability to quickly search large computer-based libraries for images and graphics that meet specific criteria.

In addition to these types of uses, some beta testers are also working with Ultimedia Manager/2 to develop specialized commercial applications, such as automating the search for defects in clothing; identifying and classifying medical slides, quilts or other materials; and managing databases of trademark information that can be quickly searched for potentially conflicting graphical logos.

Ultimedia Manager/2 will be demonstrated in IBM Booth M5522 at Comdex, Spring 1993 in Atlanta May 24-27.

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"The image recognition capability of Ultimedia Manager/2 opens up a world of ways to use multimedia-driven computer applications," said Karl LaWall, multimedia brand manager for IBM's Personal Software Products division. "Suddenly, computers can do more with images than just store and manipulate them. They can quickly comb through thousands of pictures, to find images based on their characteristics. Plus, this image recognition technology is paired with the ability to link images and existing corporate databases.

"The potential for this technology to revolutionize everything from mission-critical applications and corporate information systems to training and education environments is tremendous," LaWall said.

With Ultimedia Manager/2, images in a wide range of standard file formats (including PCX, TIFF, TGA, BMP and AVC) can be analyzed and annotated automatically. Information on the color, texture, shape and layout of each image is stored in a relational database. In addition, users will be able to link image libraries to traditional databases in commonly used formats, including DB2/2*, dBase, Oracle, OS/2 DBM and others, allowing text information to be linked to each image.

Once image libraries have been created, users can then create sample pictures and query by image content. For example, users can choose, then drag and drop colors and textures into the image window to establish a visual query. The query is quite fast since it is numerically processed against the image database to find images that match the color, texture, shape and/or layout that has been chosen by the user. Users can weigh each element of a query, and also limit the number of matches which are displayed.

In addition, standard text queries can be used to identify images by the database records to which they have been linked.

The Ultimedia Manager/2 field beta program, which begins June 1, is intended to offer information technology leaders in media-intensive industries such as entertainment, finance, medical, government and education an early opportunity to develop and test vertical market applications.

For information on how to apply for the Ultimedia Manager/2 beta test program, contact IBM at (415) 694-3047.

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* Indicates trademark or registered trademark of the International Business Machines Corporation.

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