

Occipital Launches Top iPhone App with Dedicated Servers at the Beach



ABOUT OCCIPITAL

Occipital is a technology startup and maker of smartphone applications focused on mobile computer vision. Founded by University of Michigan alumni Jeffrey Powers and Vikas Reddy in 2008, Occipital's applications train smartphone cameras to recognize and manipulate images, enabling users to capture and retrieve information faster, clearer and better than ever before.



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Jeffrey Powers, Founder, Occipital

Occipital's applications are listed in the top 100 iPhone apps, frequently making the top 25. RedLaser, sat at number one for a week. Its top three apps are:



RedLaser, recently purchased from Occipital by eBay, works just like a scanner at a cash register. Image recognition technology reads the barcode on any product and then immediately searches the Internet using Google product search for all the various pricing, review and supplier information related to that product. Users can check online prices for a DVD player, scan a book and check for reviews, or scan the milk and add it to a grocery list. The recent sale of this app to eBay meant a server transition. This was made a smoother and easier process by ServerBeach.



360 Panorama is a realtime panorama creation for your iPhone 4 or 3GS. Gone is the need to stitch together a series of still photographs. With 360, simply pan your phone in any direction and watch as our computer vision system builds a panorama in realtime. Capturing a panorama on your phone has never been easier.



ClearCam turns your iPhone into a high quality camera with more than double the resolution of the original camera application. ClearCam takes six pictures in rapid succession, automatically picks the sharpest of the six, then - using that sharpest shot as a baseline - merges the frames together by reliably lining up the images with subpixel accuracy to generate a super-resolved high-megapixel image.

THE CHALLENGE

The nature of smartphone applications is that one never knows how popular they will be until they are launched. This leaves app developers with a problem – how to make sure there is a scalable IT infrastructure to support the app should it take off, but not pay for that infrastructure if in the end it's not needed? This is exactly the conundrum in which Occipital found itself.

“An app can become successful overnight in a number of ways without warning. Apple could list it, online reviews could praise it, an update could have a big impact or word of mouth could cause it to catch on even faster,” said Jeffrey Powers, Founder of Occipital. “It was critical for us to ensure we had the right infrastructure behind us to deliver fast response times no matter how many downloads there were, but at the same time that didn't cost a ton if there were none.”

Occipital needed a flexible hosting backbone that could change and expand rapidly to meet demand as downloads fluctuated.

SOLUTION

“We chose to work with ServerBeach as they presented a relatively inexpensive way to get very powerful servers that we could customize and optimize to get the fastest response times,” said Powers.

Occipital benefited from ServerBeach’s pay-as-you-grow model, allowing it to adapt quickly to changing needs. It now has three servers hosted with ServerBeach, serving more than one million users and processing more than seven million barcode scans per month.

“A big part of our decision was the fact that ServerBeach had data centers in distributed locations across the US, so it was in the right place to deliver fast response times and fast information to users. We knew our apps would never be successful if they ran slowly – ServerBeach’s data center and network gave us the speed assurance we needed,” he said.

“It also helped that ServerBeach supported **Microsoft® BizSpark**. We use BizSpark to run our servers on Windows so it fitted in perfectly with what we were already doing.”

ServerBeach and its parent company PEER 1 Hosting are exclusive Microsoft Network Partners for Microsoft BizSpark, an online toolkit for startups. Startups gain access to full-featured Microsoft development tools and platform technologies, combined with scalable, pay-as-you-grow hosting from ServerBeach.

BENEFITS

“The success of any app boils down to delivering a pleasant user experience through an intuitive interface that is easy to use and delivers fast response times. Since beginning work with ServerBeach, we’ve had seriously good uptime as well as fast and reliable connections that have helped us to guarantee that pleasant experience to users,” said Powers.

“The support we’ve received from the ServerBeach team has also been great. Any issues are typically resolved within three hours and we’re very impressed with how fast the team can start up a new server for us. Flexibility is key to our business, so the fact that we can request a new server and have it up and running an hour later is a real win.”

Supported by ServerBeach’s best-in-breed technology promise, Occipital has been upgraded to faster and more powerful servers three times at no additional cost.

“We want to continue to innovate and lead the market by combining the most advanced image recognition technology with consumer apps that have relevance and are fun. This technology has never been seen before and is still in the research phase with many companies. We think consumers are missing out – we want to deliver them new and exciting experiences today,” said Powers.

“We have ambitions to grow and deliver more apps to a wider global audience in the future, and we know we’ll be able to deliver that with ServerBeach.”

Occipital has room to expand using ServerBeach’s global 10Gb FastFiber Network™ and 17 distributed data centers across the globe, helping it harness the limitless power of the Internet.

CONTACT US TODAY

- Call us at 1.888.840.9091
- Go to www.serverbeach.com and chat with an online sales assistant.