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CeBIT 2008: Vodafone demos "Otello" visual search

MMS your pics for search results to your phone

by Amy-Mae Elliott published on 4 March 2008

At the CeBIT show in Germany, Vodafone is demonstrating a trial service called "Otello", which is a search engine that uses images, rather than words.

Rather than use a word as a search term, Otello users can send images via MMS from their mobiles and the search service which then returns the results to the user's phone as an "ordinary" search result.

A picture from a newspaper, billboard, book cover or place are all examples of what can be searched for.

Vodafone is running trials with a German newspaper that lets users find out more about stories by photographing the images that appear in the article and MMSing the images.

There's no word on breaking this out of trial phase at this stage.

