

# WISETREND

## OCR Cloud 2.0 – Online API Newsletter

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### Welcome to OCR Cloud 2.0 Newsletter

Starting in new year 2011 on an active and productive note, we are pleased to provide you with this Newsletter. We would like to keep you updated about one of the most advanced OCR API solutions available in marketplace today. You can find helpful resources, updates from other developers, 'Release of the Month' section, and other tips and tricks in following sections. WiseTREND team wishes you success and stands by to assist you if and when needed.

### New Features in OCR API

We are constantly working to expand and enhance our OCR API. The following features were added and are now available:

- Improvements to binarization and image cleanup algorithms were fine-tuned for even better quality of binarization on low-resolution or low-contrast images, such as pictures from mobile devices in low lighting
- Primary & Secondary DNS are now available
- Updated list of supported OCR languages (now over 190)

### New Documentation Updates

Documentation is the central place to list all available resources and details about new features. The following parts were added and expanded:

- Complete .NET sample code was added
- Step-by-step guide to using Fiddler2 for ad-hoc API testing
- Primary & Secondary DNS
- Expanded POST samples and multiple usage scenarios

### Release of the Month: FotoNote for iPhone by Digital Iron



Congrats to Digital Iron on the release of FotoNote, a powerful iPhone App that extends the idea of mobile scanner and document archive. Take a photo with your iPhone and FotoNote will convert the photo through OCR into electronic text that can be emailed, copied to clipboard, or exported to Facebook, Evernote, Dropbox, or MobileMe. FotoNote automatically tags your FotoNotes for easy archiving and makes them searchable in apps such as Evernote. [More info...](#)

(Developers: Submit your OCR API implementations [here](#) for announcement and a chance to be featured in the next 'Release of the Month' category. We are anxious to hear from Droid developers soon...)

## Tips & Tricks

Image quality has direct effect on OCR quality. Yes, we have a ton of algorithms and tools for image cleanup and optimization, but the best way to improve OCR quality is to increase the original image quality. Lighting is among key factors that may be easily conveyed to camera operators, perhaps through quick suggestions or user instructions, or on-screen guide frames. Other factors such as major skew and distortions can be easily eliminated at the time of image creation, much easier than in later processing stages.

WiseTREND OCR Cloud 2.0 can help you choose the best... Our API has a unique capability to automatically select the best of several possible languages or print types. Of course, being specific will produce best results. But if you are unsure which setting will produce better result, request multiple settings within the same job and let OCR pick the best option automatically. For example, your document may contain either English or Russian or even both texts, and you may not know which in advance. Request both languages within the same job and OCR Cloud 2.0 will automatically identify which languages to use for highest OCR quality. This unique capability works best with sets of two or three language, especially if languages use different characters.

Expert advice is always just a click away. Over the years we have seen virtually all types of images and OCR needs. For many specific cases we created specialized combinations of settings to produce best possible OCR results. We encourage you to contact our Support Team with your image samples to receive specific feedback. Your success is our success, and we will always be glad to help achieve it.

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