

Sudoku Magic provides instant solutions or hints for Sudoku puzzles in any newspaper or magazine. All you have to do is take a photo of it!

The difficulty score of the puzzle is also measured accurately using the same techniques that a human would. The puzzle is saved so you can play it later on your phone too!

This Magic app works by using state-of-the-art computer vision algorithms and optical character recognition to find the puzzle grid and extract the numbers. It displays those algorithms to the user in a cool visualization that we've developed (see the video at the bottom of this document).

We've attached some background information below. Do get in touch if you want some photos and additional information!

Thanks for your help.

Best regards,

Emmanuel Carraud

www.magicsolver.com

Cambridge MBA 2008-2009

ecarraud@gmail.com

Emmanuel@magicsolver.com

+44.(0)75.45.75.94.17

+33 (0)6.72.02.26.67

Skype & Twitter: emmanuelcarraud

1. Sudoku Magic: why is our iPhone application unique?

Can you solve any newspaper Sudoku in 10 seconds flat? No? Now you can, with Sudoku Magic!

Sudoku Magic allows you to capture and instantly solve real Sudoku puzzles from just a photograph. You take a picture, you get the answer. It's that simple!

But this isn't just a cool app to impress your friends with! It also provides an outstanding playing interface. This is probably the most feature-packed Sudoku app available. Read on and see for yourself!

First, watch our video on YouTube:

· 30s demo video: <http://www.youtube.com/watch?v=HO8QjTZcmw>

2. Sudoku Magic in detail:

UNIQUE PUZZLE CAPTURE

Capture almost any Sudoku from newspapers, magazines or even your computer screen, using state-of-the-art computer vision techniques. All you need is one picture!

A magic visualization shows the puzzle recognition as it happens.

Our advanced rating algorithm will automatically score the difficulty of the puzzle by considering which techniques a human would use to solve it.

Captured puzzles are stored in the puzzle library automatically, so you don't need to keep the newspaper!

POWERFUL PLAYING INTERFACE

Complete playing interface, optimized for two-handed play.

Large keypad buttons so you won't miss a tap while commuting.

When a cell is selected, its box, row and column are highlighted to aid puzzle solving.

Undo/redo buttons

Pencil markings can be added to map out possibilities. Press a digit again to erase just that number or the rubber to clear them all.

Digits are colour-coded so you know what you've written and what was initially there. Mistakes are highlighted (optional)

Solve and single-cell hint buttons for when you get stuck or frustrated.

Tactile sounds for buttons and cell selection (optional).

HANDY PUZZLE LIBRARY

Captured puzzles are automatically stored in the library. They are split up according to their difficulty, so you can pick your own challenge for the day.

Puzzles can be tagged when you capture them so you remember where they came from (e.g. "Sunday Times - Difficult")

You can easily delete saved puzzles by swiping them.

UNLIMITED PUZZLE GENERATION

Sudoku Magic generates new puzzles while you play, so you'll never run out! Try out "Extreme!" puzzles if you dare!

No Internet connection is required; it is all done in the iPhone!

Puzzles are specially crafted to be fun, and challenging.

BUT THAT'S NOT ALL!

Important incoming call? Sudoku Magic pauses your puzzle when your phone rings and lets you resume as soon as you're done chatting.

Need a break? Sudoku Magic saves the puzzle you're working on, so you can continue later.

Tired of the display going dim or the iPhone locking when you're thinking hard? Just disable auto-lock in the Settings screen.

Enjoy Sudoku Magic daily when you travel in the tube, metro or subway. Train your brain on the train and become an expert in Sudoku with our unlimited puzzles. Have fun and impress your friends with the unique camera capture!

3. Note to editors:

A. How did it start? Our story

MagicSolver was formed by 3 Cambridge University students: Emmanuel Carraud, Oliver Lamming and Leon Palm.

Everything started in autumn 2008 when Leon and Oliver, 2 Computer Science students, came up with the idea of a Sudoku Solver that worked just by taking a photo on your mobile phone. At [Enterprise Tuesdays](#), the famous Cambridge evening conferences on entrepreneurship, they met Emmanuel, a current Cambridge MBA student at Judge Business School, who shared their passion and agreed to bring his business skills to build the best mobile phone applications and to bring a little magic to their customers' lives. The iSolve team was born!

Leon, Oliver and Emmanuel decided to enter the [CUE](#) (Cambridge University Entrepreneurs) Competition, where would-be entrepreneurs compete to win prizes

with the best business plans. They worked together and submitted their business idea, centred around [Sudoku Magic](#) as their first application.

A few weeks later, the iSolve team were delighted to find out they were amongst the winners of the 1k Competition. At the prize-giving ceremony, they fortuitously met with Rahul Vohra and Gareth Williams, who told them a rather incredible tale about how they'd worked on a similar application during their PhDs at Cambridge in 2005.

The iSolve team agreed to work together with them, to bring their dream of a photographic Sudoku solver to fruition on a modern phone.

Immediately, they set about putting their idea into action and spent some of the prize on purchasing 2 Mac Minis to enable them to develop for the iPhone.

Emboldened by their success in the 1k Competition, they entered the 5k Competition, which required a fleshed-out business plan and a Dragon's Den-style pitch to a number of prominent entrepreneurs.

On the 10th of June 2009, they pitched again at the Grand Finale in the Cambridge Union and they won the Cambridge University Entrepreneurs 5k Software prize.

Shortly after the competition, the iSolve team became the MagicSolver company under the name MagicSolver.com Ltd, and in late July 2009, they launched Sudoku Magic, their first application, on the iTunes App Store.

B. Our future projects

- To successfully promote Sudoku Magic to be recognized as the best Sudoku application for the iPhone
- Create other innovative iPhone applications with our proprietary Computer Vision technology: other games, translation applications, enhanced photographic applications
- Translating Sudoku Magic for other mobile phone platforms such as Android, Blackberry and Windows Mobile
- Develop a community of iPhone developers and entrepreneurs in Cambridge
- Expand globally with the 4 languages the team is fluent in: English, French, Spanish and Portuguese.

C. Resources

- Website: <http://www.magicsolver.com/>
- App Store page: <http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=322457381&mt=8>
- YouTube demo video: <http://www.youtube.com/watch?v=HO8QjTZkcmw>
- 3 min interview video in Cambridge with Robert Scoble, the famous US blogger: <http://www.youtube.com/watch?v=aUNUIID7cus>