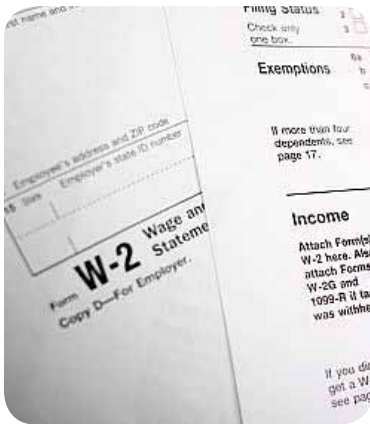


ABBYY FlexiCapture Engine Makes Tax Time, Relax Time.



“ABBYY’s FlexiCapture Engine produced great results... They are passionate about their work.”

— Amir Eftekhari
Engineering Manager for SnapTax
TurboTax, Intuit



Company: Intuit
Web: www.intuit.com
Location: Mountain View, California, USA
Market: Financial Software
Product: ABBYY FlexiCapture Engine

Point, shoot, click...done! That’s how easy it is for taxpayers that use SnapTax to file their taxes this year. Powered by OCR functionality from the ABBYY FlexiCapture Engine, the new app from TurboTax literally lets users file their taxes using their mobile phones – enabling them to get the job done in a couple of minutes.

Makes filing a less taxing experience all the way around

The elegance and simplicity of SnapTax makes filing as easy as 1-2-3. Here’s how:

- First, 1040EZ filers snap a photo of their W-2 forms with their iPhone or Android.
- SnapTax automatically populates their 1040EZ form.
- Users then prepare and e-file federal and state returns with a few more clicks – entirely from their phone.

That’s it! The app’s ease of use is inherent in its appeal to users, who love being able to do their taxes on the phone.

Partnering for success

For the team at TurboTax, partnering with ABBYY was a very positive experience. As Amir Eftekhari, Engineering Manager for SnapTax at TurboTax says, “ABBYY was extremely responsive to working with us and is committed to continually perfecting and improving their OCR capabilities. We eventually finalized a deal with ABBYY based on this level of commitment. ABBYY was willing to truly partner with us and they’re very passionate about their work.”

Performance and accuracy that TurboTax and its customers can rely on

SnapTax has attracted a lot of attention, and ABBYY is excited to be a part of it with FlexiCapture Engine. And as Eftekhari confirms, “We considered a number of possible OCR solutions. ABBYY’s FlexiCapture Engine produced great results.”

Looking ahead, TurboTax is taking what they learned with this app and forging ahead to make it even better. “Intuit is a company built on innovation, and mobile is one of our key strategies,” said Eftekhari. “We’re looking at a lot of exciting new things for 2011 and beyond.”

Challenge:

Simplify filing Federal Income Tax for individuals who use Form 1040EZ, by automating the transfer of their W-2 information to the form.

Result:

ABBYY FlexiCapture Engine incorporated into Snaptax – a new application that lets users capture data from W-2s using their phone camera and transfer it to a 1040EZ form with a couple of clicks.