

# Accoona.eu: Cut To The Chase

## Accoona launches the first European search engine: accoona.eu using Artificial Intelligence

PARIS, June 28, 2006 – Accoona, pioneer in artificial intelligence search technology, launches today the first European search engine: Accoona.eu. The portal is available in seven languages: English, French, Dutch, German, Italian, Spanish and Portuguese, which are all instantly recognised when typed into the Accoona.eu portal. Thanks to its unique technology, the users search experience is made easier, faster and the quality and relevance of search results is enhanced.

Accoona.eu is the only search engine that provides the user with European specific information, in three content search categories: Web, News and Business. The artificial intelligence is a search technology that 'understands' the meaning of search queries beyond the conventional method of matching keywords and allows the user to improve their search in three major ways.

"Accoona's artificial intelligence technology makes searching the internet enjoyable. With Accoona's search engine performance, the power is given back to the users, allowed by the most relevant search available today," says Eckhard Pfeiffer, Accoona's Chairman and former CEO of Compaq Computer.

### Super target your search

First of all, the artificial intelligence uses the meaning of words to get better search results. For example, five keywords in a traditional search engine will provide every page that has all five keywords, no more, no less. Through Accoona's search engine, the user will get many additional results.

The next step is to super target the search. For example, within the query of five keywords, the artificial intelligence allows the user to highlight one keyword, and will rank the search results starting by every page where the meaning of that one keyword is more important than the meaning of the other four keywords.

Also, Accoona's technology merges information from the Web. For business-centric searches the user has free access to selected Dun & Bradstreet (D&B) data by clicking on the D&B logo displayed within the result set, providing selected information related to approximately 25 million European companies.

Another recent innovation by Accoona is the 'Talking Search Bar', the first speechnabled search bar incorporating third party technology which allows a user to hear printed text aloud; initially offered in English to reach a broad audience, but the company anticipates that it will be available in the future in additional languages.

This technology is able to vocalise text in real time. The Accoona talking search bar is the first application of this kind that is directly linked to an Internet Search Engine.

### About Accoona.eu :

Powered by proprietary Artificial Intelligence technology, Accoona is a search engine with interactive tools that provides users with better web, business and news results.

Founded in February 2004, Accoona Corporation, a pioneer in Artificial Intelligence (AI) search technology, unveiled the Accoona Search Engine in the United States and China in December 2004. The name Accoona is derived from the Swahili phrase "Hakuna Matata" which means "don't worry be happy". It was chosen specifically with the end user in mind: Accoona's challenge is to make users happy by helping them find more relevant results to their queries. The company has strategic deals

with Dun & Bradstreet, EuroNews, FAST Search and Transfer, GuruNet, Acapela Group, Musicme, Moreover and Yahoo!