

Search Engine Accoona Unveils Its Latest Innovation: "One-Click For ALLSearch"

Published 18th December 2006

Jersey City, NJ, 18 December, 2006 - Accoona, a pioneer in artificial intelligence search technology, announced today its latest breakthrough in Internet browsing: "One-Click for ALLSearch". This new technology is the fusion of web, business and news results in one easy to use interface. "One-Click for ALLSearch" enables the user to refine and localize information through a range of filtering tools.

One-Click for ALLSearch : a single listing of the best web results in 3 key categories:

The new Accoona "ALLSearch" page provides top results in all three categories: 'news', 'business' and 'web' in one clear and easy-to-read interface. It allows users to expand or refine their search while simultaneously memorizing each page viewed.

Accoona's One-Click for ALLSearch has several useful features for optimal search results:

- More Results provides users with an in-depth look at related news, business and web categories and leverages all of Accoona's search offerings such as 'SuperTarget Your Search™' in the single interface

- Related Results grants the ability to find other results similar to the user's original query in both news and business categories

- Map It for the business search allows users to go directly to an enhanced business profile page based on Accoona's database of 43 million companies. This feature enables users to find a company's location and address with a Zoom option of 0.5 - 48 mile radius

The Business Lines feature allows users to obtain additional corporate and operational information. The Corporate Structure feature permits users to visualize where a particular company is located in relation to its parent and/or subsidiary companies. Business Similar displays the 10 closest related businesses, in descending order of distance. Users can also classify their results by relevance with easy to use buttons and drop-down menus.

Additional tools to optimize search results:

SuperTarget Your Search™: navigate through millions of results using sorting and filtering tools.

Refine Your Search: highlight a key term within their query

Geo Target Your Search: target results using geographic criteria

Relevant Company: view only those results relevant to a particular company

People Search: view only those results related to a certain person

Language: view only those results written in a specific language

Publisher: view results from a particular web page

Accoona Chairman, Eckhard Pfeiffer, officially announced the company's launching of its "One-Click for ALLSearch" technology at the United Nations headquarters in New York, on 8 December. Among the guests invited were Secretary General Kofi Annan and former President Bill Clinton.

"Accoona's One-Click for ALLSearch is our latest innovation in search technology," said Accoona Chairman Eckhard Pfeiffer. "Accoona delivers web-search tools that improve and heighten the results process, pointing exactly to what users are looking for and at the same time, serving the global business community with unique, free-to-use search tools," added Pfeiffer.

At the event, Eckhard Pfeiffer also presented the 'Accoona Technology Innovation Leadership Award' to be given in 2007. This new prize will recognize the journalist who best utilizes Internet technology in reporting and researching news assignments.