

**FOR IMMEDIATE RELEASE:**



**Endeca Unveils New Information Access Solutions  
for Media & Publishing**

*Next-Generation Search, Navigation and Content Spotlighting Solutions Designed  
Exclusively for Online Publishing, Directories and Multimedia Content Providers*

**CAMBRIDGE, Mass. and LONDON – November 29, 2005** – Endeca, the leading provider of Guided Navigation®, Search and Analysis solutions, announced today at Online Information 2005 (booth 328, Olympia Grand Hall, London) the availability of new Information Access Solutions for Media & Publishing. Built on Endeca's next-generation search and Guided Navigation platform, the solutions help online publishers, content providers and other information suppliers quickly deploy powerful retrieval capabilities for websites, customer and employee-facing content services and online directory applications. The solutions -- directory solutions, online publishing solutions, and multimedia content solutions -- are designed to simplify and speed access to desirable information, and deliver a user experience that drives increased site activity and consumption of revenue-generating content.

In related news, Endeca also announced that leading British publisher, Guardian Newspapers Limited, has selected and deployed Endeca's platform to power search on the newspaper's popular website, Guardian Unlimited (<http://www.guardian.co.uk/>). Read the release at: [http://endeca.com/about\\_endeca/press\\_releases/p\\_112905b.html](http://endeca.com/about_endeca/press_releases/p_112905b.html)

"We wanted to do something that the web search engines wouldn't be able to do -- use the information in our content management system to make a browsable search experience. After all, what's the point of having our own search if it doesn't do a better job of searching our content than the big search engines already do?" said Lloyd Shepherd, deputy director digital publishing at Guardian Newspapers. "With advanced capabilities like Guided Navigation, Endeca allows us to expose the full richness of our site -- not just the articles and archives, but also compelling content such as Front pages, Quizzes, multimedia files and more. And based on early results, we're seeing a significant increase in search activity on the site."

Each of the new information access solutions combine cutting-edge search and navigation functionality with first-of-their-kind Content Spotlighting™ capabilities, providing users and customers with multiple, integrated ways to explore, find and access content through a single interface. Advanced search capabilities -- spell correction/suggestion, phrase recognition, entity/noun extraction, "snippeting" (keyword in context) and more -- give publishers capabilities not possible with commodity, low-cost search appliances and software. Endeca's patent-pending Guided Navigation capabilities help users quickly hone and explore long lists of search results or browse content by desirable criteria, like author, date, category, topic, location, company, and more. And Content Spotlighting features -- unique to Endeca -- give publishers new capabilities to promote contextually relevant and high-

value content along side search results lists and to provide dynamically-created topic pages – all based on a user's profile, search terms and/or browse path. (see: [http://endeca.com/about\\_endeca/press\\_releases/guardian\\_screen.html](http://endeca.com/about_endeca/press_releases/guardian_screen.html))

More about the new solutions:

**Directory Solutions** - Built for providers of employment services, yellow pages, social networking services, real estate, autos, and other classified applications and directories, these solutions are designed to help users quickly and easily search, browse and compare listings by all of the desirable and required criteria that is available to the user. Leveraging Endeca's Guided Navigation capabilities, directory providers can complement traditional hierarchical taxonomies or categorization schemes, while exposing dozens of new, valid browse paths which can be used to navigate and explore all of the available listings. This reduces the demand on databases and other structured data repositories while offering sub-second performance to end users.

**Online Publishing Solutions** - Designed for online media outlets, research firms, and premium information and content providers, these solutions encourage greater consumption of content, increase revenue from advertising and subscriptions, drive customer loyalty and satisfaction and expose complementary, high-value content. These solutions will also greatly simplify overall application management. Pre-built content adapters ease the integration of content from the most common sources and support the indexing of over 350 different content types (e.g., PDFs, HTML, XML, MS Office, etc.) for a single point of access. Search, Guided Navigation and Content Spotlighting capabilities ensure simple access to and the promotion of the most relevant information.

**Multimedia Content Solutions** – Designed for multimedia content creators and suppliers, these solutions allow users to browse large repositories of audio, image, map, video and other multimedia file types by pertinent refinements including subject, date, size, file type and source. Features such as spell correction/suggestion, phrase recognition, entity/noun extraction, configurable relevancy ranking, thesaurus/synonym management and snippeting (keyword in context) give publishers capabilities that are not possible with commodity, low-cost search appliances and software. Endeca's Guided Navigation gives users the ability to quickly hone and explore long lists of search results or browse content by desirable criteria, like author, date, category, topic, location, company, skills and much more. Content Spotlighting capabilities allow for the promotion of contextually relevant and high value content offered along side search results lists and directs the user to dynamically-created topic pages – all based on a user's profile, search terms and/or browse path.

“Over the past few years, we've worked closely with leading research firms, online news publishers and premium content providers to provide the products and capabilities needed to support this dynamic market,” said Steve Papa, founder and chairman of Endeca. “These solutions are the basis for a whole new generation of information access applications.”

### **Endeca Market Solutions**

Beyond simple search engine software, Endeca Market Solutions combine proven, cutting-edge information access applications with professional services expertise -- tailored to the unique needs of specific markets. Based on Endeca's extensive experience working with market leaders and industry visionaries, these solutions are designed to help organizations gain competitive advantages through improved productivity, reduced costs, increased revenue and superior customer service.

**About Endeca**

Endeca's award-winning Guided Navigation, Search, and Analysis solutions help organizations integrate, discover, and navigate enterprise data to solve business problems associated with information overload. Endeca's customers include a wide range of enterprises, including retailers (Barnes & Noble, The Home Depot, Wal-Mart); financial services (Bank of America, MFS Investment Management, Putnam Investments); manufacturing and distribution (IBM, Arrow Electronics, John Deere); media and publishing (World Book, The McClatchy Company and IHS) and government (the Library of Congress, NASA, the National Cancer Institute). Endeca is a private company headquartered in Cambridge, MA. More information: [www.endeca.com](http://www.endeca.com) or [info@endeca.com](mailto:info@endeca.com).

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