



Exalead Websearch

Take your search engine to a new level of performance and profitability with **Exalead Websearch**. Whether you are launching a new engine or replacing your existing system, you have a true choice with Exalead.

Exalead is rewriting the search game in your favor with the ideal balance between index breadth, search results relevancy, innovation, profitability and independence. **Exalead Websearch's** distinctive, deeply engaging search engine lets you retain 100% control of your branding, your customers—and your advertising revenue. What's more, **Exalead Websearch** is sophisticated enough to let you serve up a steady stream of innovative new Web 2.0 services, yet simple enough to be implemented in days.

► Increase Revenue with More Successful, More Engaging Search

Exalead's accurate results, uniquely satisfying user experience and innovative, continually updated search features help users more easily find what they are looking for while encouraging them to explore related content. This results in more search queries, extends the length of site visits and boosts the total number of page views—all of which translates to heightened customer loyalty, more referrals and higher advertising-related revenue.

Provide More Relevant Results: A Vast Index + Better Matching

Improving results relevancy is key to successful searching—and higher PPC-related revenue. To make search results more relevant, you need an extensive index *and* a smarter way to match user queries to content. Exalead places at your disposal an index encompassing **8 billion web pages** and more than **1 billion images** (the web's next largest index after Google, Yahoo! and Microsoft). Against this comprehensive index, Exalead deploys advanced text analytics and original semantic processing techniques to return uncommonly accurate results.

Boost User Satisfaction: Provide Guidance, Encourage Exploration

Better search term indexing and matching, however, are only part of the formula for more successful searching as there's often a disconnect between what users are really looking for—and what they type in a search box. To address this issue, Exalead's patented "Search by Serendipity"[™] system guides users through the search process, making recommendations and offering suggestions and alternatives.

CUSTOMER BENEFITS

- Boost and control revenue
- Lower your infrastructure costs
- Retain your independence
- Preserve & extend your brand
- Offer innovative Web 2.0 services
- Enhance loyalty, deepen engagement

PRODUCT FEATURES



Search

- Fuzzy search with spelling auto-correction, phonetic and approximate spelling search
- Advanced search options: boolean operators, regular expressions, modification date, etc.
- Innovative 2.0 options like advanced image and video search, audio transcript search, social search (like user ratings and tagging)
- Real-time access to new & modified data

Navigation

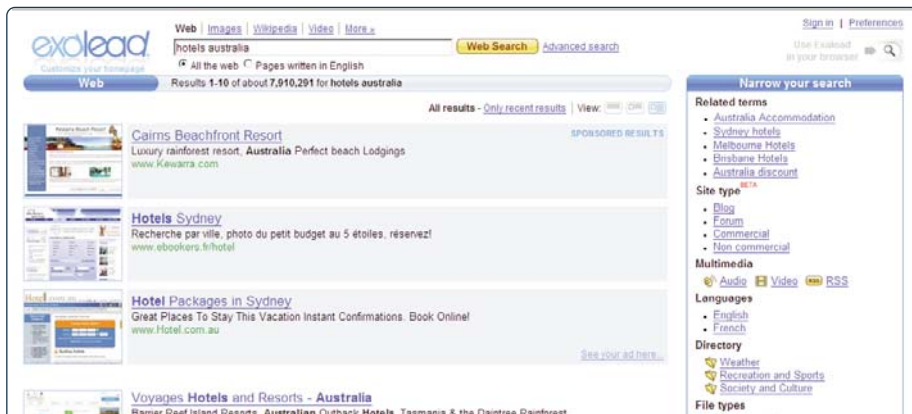
- Navigation of results by dynamically-extracted categories, user ratings, related terms, file type and size, language, author and more
- At-a-glance scanning of results with content extracts, file type icons & thumbnail images
- Rich, application-independent content previews with search term highlighting

Architecture

- 100% brandable, customizable interface
- Unlimited scalability: number of sites indexed and search requests processed
- Complete control over ranking criteria and depth and freshness of crawl
- Support for 320+ file formats; more via an API
- High availability: 24x7, 365 days a year
- Full customization with CSS or Java API & XML
- Rapid deployment, easy administration

Available under CPM and revenue sharing plans.

► Offer White-Label Access to More than 8 Billion Web Pages



Serve ads via Exalead's partner, a third party provider, or your own monetization system.

- Languages**
- English (93%) [exclude](#)
 - French (2%) [exclude](#)
 - Italian (1%) [exclude](#)
 - German (1%) [exclude](#)
 - Spanish (0.3%) [exclude](#)
 - Dutch (0.1%) [exclude](#)
 - Portuguese (0.1%) [exclude](#)
 - Polish (0.1%) [exclude](#)

Offer multi-language search (support for 54 languages)

Accor Hotels: Australia Hotels, Apartments, Accommodation, ...
 Offering hotel and resort accommodation in Sofitel, Ibis, Mercure, Formule 1, Novotel, All Seasons and Coralia resorts throughout Australia and New ...
www.accorhotels.com.au - 45k - [Add to shortcuts](#) - [More results from this site >](#)

Scan results fast with dynamic content extracts and thumbnail images

Directory: [Travel and Tourism](#) > [Lodging](#) > [Hotels and Motels](#)

Explore related content through auto-generated navigation below individual results and in the "Narrow your search" panel



Save time with rich content previews with search term highlighting

Narrow your search

Related terms

- [Australia Accommodation](#)
- [Sydney hotels](#)
- [Melbourne Hotels](#)
- [Brisbane Hotels](#)
- [Australia discount](#)

Site type ^{BETA}

- [Blog](#)
- [Forum](#)
- [Commercial](#)
- [Non commercial](#)

Multimedia

- [Audio](#)
- [Video](#)
- [RSS](#)

Languages

- [English](#)
- [French](#)

Directory

- [Weather](#)
- [Recreation and Sports](#)
- [Society and Culture](#)

File types

- [Acrobat \(.pdf\)](#)
- [Word \(.doc\)](#)
- [Text \(.txt\)](#)

[More choices >>](#)

Exalead's navigation and exploration tools include:

At-a-Glance Scanning of Results

- Thumbnail screen captures of documents and web pages.
- Flexible sorting options for results.
- Brief content extracts for each result summary.
- Content previews with highlighting of search terms.
- A choice of views: text only; text and thumbnails; or text, thumbnails, and additional related content.

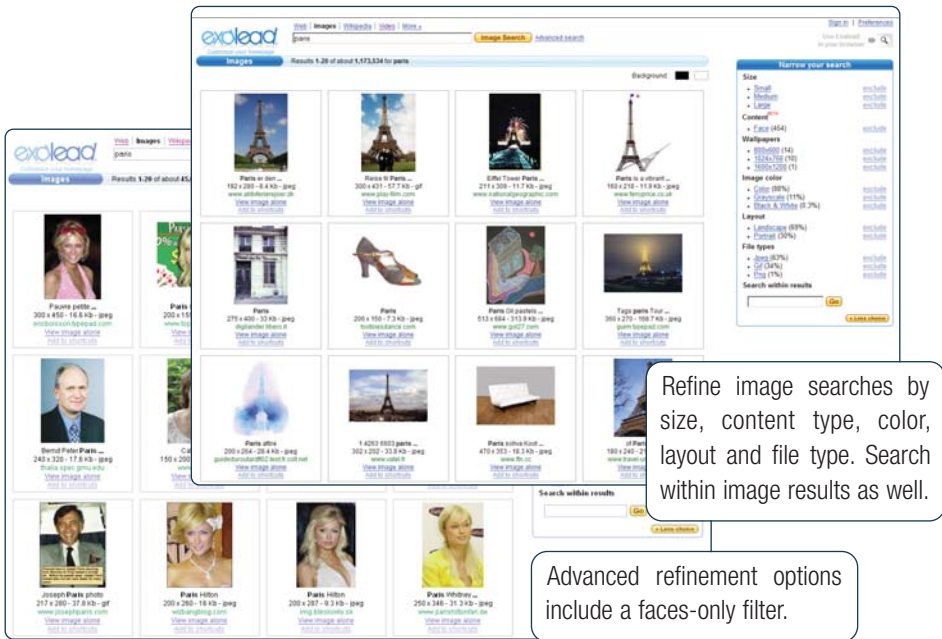
Tools for Refining Results and Exploring Related Content

- Automatically-generated related categories and keywords.
- A unique "Narrow your search" panel for refining searches by source, content type, site type (e.g., blogs, forums), language, geographic location, topical categories and related terms.
- Spelling correction ("Did you mean X?").
- Fuzzy search (phonetic and approximate spelling search).
- Searching within results, and more.

“Exalead is a lesser known but highly functional and user-friendly search engine that actually offers the best image search capabilities on the Internet today.”

– WebAdvantage

▶ Tap Into More than 1 Billion Web Images



Refine image searches by size, content type, color, layout and file type. Search within image results as well.

Advanced refinement options include a faces-only filter.



Always innovating! New social search features in development at BAAGZ.com



Exalead on the iPhone: optimized service for mobile users.

▶ Search 4 Million Videos

Give users access to clips from popular online video sources like YouTube, Dailymotion, Metacafe, Vodeo, Kewego, NASA, Reuters, NY Times and IFILM.

Filter results by source, user ratings and duration; view clips without leaving the results page.



▶ Maintain Interest: Cutting Edge Web 2.0 Features

To maintain visitor interest in your search engine, Exalead continually improves its core engine and makes these enhancements available to its customers. Example innovations include:

- Enhanced **video search** with filtering options such as source and duration. You can even offer **video (and audio) transcript searching** via connectors to an existing ASR (Automatic Speech Recognition) system or through Exalead's partnership with Vecsys.
- **Advanced text indexing and query processing** including indexation of 50+ languages, automatic recognition of the query language, and advanced word stemming using statistical identification to identify common roots, genders, numbers or conjugations, unconstrained by word case or accent marks.

- An exclusive **Wikipedia™ search** module for the popular online encyclopedia. Users can search several languages simultaneously, quickly scan lists of relevant articles, and filter results using tag clouds, named entities, and integrated topic maps.
- Improved **image search** with advanced search refinement options, including size, color, layout, file type, and even a "Face" filter for narrowing search results to images containing faces.
- **Mobile search** that weights factors such as user location and content freshness as well as providing uniquely tailored interfaces like the sleek interface above for Apple's **iPhone** and **iPod Touch**.

These innovations are developed in response to feedback from customers like you, as well as from users of exalead.com and baagz.com, a new search-centric network uniting users around shared interests.

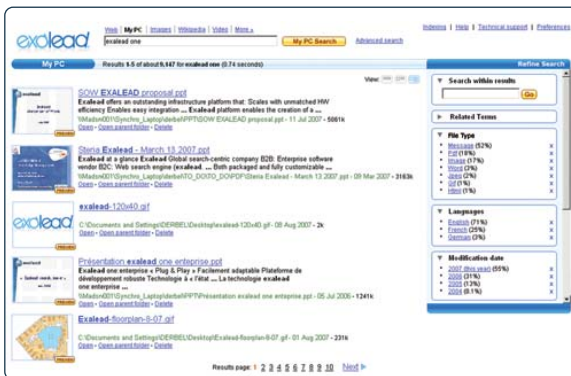
► Retain Control: Branding, Customers, Revenue

Some white label search engines offer only surface integration, matching site colors and layouts but retaining a degree of branding on search forms or results. **Exalead Websearch** on the other hand integrates fully into your site, preserving 100% of your brand identity while providing an enhanced search experience.

Extend Your Brand: White Label Toolbar and Desktop Search

What's more, Exalead not only lets you preserve your brand, it offers you an opportunity to extend your brand via white label versions of Exalead's toolbar and unified desktop/Web search product.

With these tools, you can extend your brand right to the user's desktop. The browser toolbar keeps your brand in view any time the user is on the Internet, and Exalead's addictive desktop search keeps your brand to the fore any-time the user runs a query using this unified platform for searching local resources like their PC, external drives, USB keys, and email box in addition to the Web.



Unified desktop & Web searching: **Exalead Desktop**[®]

Control Your Revenue: Choose Your Monetization System

Exalead offers you an independent solution for total control over the monetization of your results pages. Exalead is not an advertising provider, furnishing only organic results. You may deliver ads via Exalead's ad delivery partner (Search 123), select a third party partner of your own, or retain 100% of your ad revenue by using your own monetization system. If you choose sponsored listings delivered by Exalead's partner, you can take advantage of a highly competitive revenue sharing arrangement with the search engine provided at zero cost. If you opt to use only Exalead's organic listings, using your own or a third party system for sponsored listings, then you'll benefit from Exalead's affordable CPM (cost per thousand queries) plan. For more information on Exalead's ad delivery service, please request a copy of our Search 123 partnership information sheet.


► Cut Operating Costs

In addition to cutting your advertising related costs, if you are replacing your own engine with the **Exalead Websearch** ASP model, you'll realize immediate, significant savings in infrastructure, R&D, and maintenance costs while enjoying a crash-proof and totally efficient, totally automated service 24/7.

► Ramp Up Quickly

The completely packaged **Exalead On Demand** solution can typically be implemented in less than two weeks. Simply format the results with the Exalead HTML template and CSS settings, or provide deeper integration using XML and the engine's flexible Java API.

ABOUT EXALEAD



Exalead was founded in 2000 by web search pioneers who championed early search innovations such as search results clustering for Alta Vista.

Even during the earliest days of the web, the company's founders felt searching had become too time-consuming and frustrating. So they formed a company and set out to create a next generation, large-scale search engine that would give people simple yet effective ways to search easier. To this end, Exalead spent several years developing its unified technology platform for searching across desktops, the enterprise and the Web. Exalead built its enterprise search products on this unified platform while at the same time launching its public search engine at exalead.com, a world-class web engine featuring the Net's fourth largest index. Today, Exalead software is used by leading banking and financial services, consumer goods, media, research, retailing, sports, entertainment and telecommunications companies around the world.

Exalead is an operating unit of Qualis, an international holding company.