

TextPrism

Personalized Information Feeds

YOUR EYE ON THE WEB

Web searching is great – if you know what you're looking for and spend all your time searching. TextPrism watches information streaming in and lets you know when there's something you'll want to see.

FLEXIBLE PROFILES

The more you tell TextPrism about yourself, the better it will do at finding information you'll want to see. Or just let TextPrism learn about you by pointing it to your profile page on social network sites.

INFO YOU CARE ABOUT

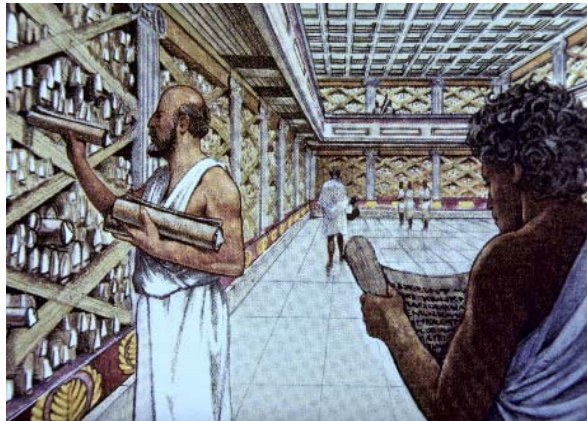
Sometimes it's hard to predict what information you'd like to see, but you know it when you see it. So does TextPrism!

It uses information in your profile, and a powerful and adaptable set of rules, to figure out which things you'll care about and which can just be ignored.

TELL ME ABOUT IT

Choose to be notified where and when you want. You'll not only see what info is waiting but also *why* you may be interested in seeing it.

For Information Seekers



- Find the information you most care about without having to search for it.
- Tell TextPrism about yourself – your hobbies, travel plans, profession, musical tastes – and it figures out what might be interesting to you
- Be notified about content you care about when and where you want to, via email, Tweets, SMS, RSS, or a web browser.
- You're in control: if you don't find a particular item interesting, just tell TextPrism and it will adapt to your specific needs.

There's just too much information out there and new content is being added too fast for you to ever keep up. Sure, you can do a web search when you need to know something in particular, but wouldn't it be nice to have someone just figure out which things you're likely to care about and let you know that they're available? Well, that's exactly what TextPrism does!

So how, exactly, does TextPrism know what you want? First, tell it something about you: where you live, your occupation, your hobbies, places you want to visit, your investments, your favorite music, sports teams you follow, and so on. The more you tell it, the better it will do.

Next, select the information feeds you want TextPrism to watch: RSS feeds, blogs, newswires, job postings, email, social networks, document collections, or other sources.

Now here's where TextPrism's magic kicks in! Say you're a fan of the N.Y. Yankees. You'll probably want to see an article about Alex Rodriguez. You might also want to keep track of how the Red Sox are doing or read a blog posting about Baseball Commissioner Bud Selig. And you'll want to see these things even if they never mention the Yankees. (Move over, search engines...)

So how does TextPrism know you care about these things? Well, it knows about you and it knows about the world. TextPrism knows that if you're a fan of a team, you probably care about members of that team, your team's arch rivals, the sport's commissioner, and so on. And it's not just sports: TextPrism knows about the worlds of finance, healthcare, the arts, travel, hobbies, food, business ... and much, much more.

FEED MANAGEMENT

Simple control of the RSS feeds or document corpora available to your subscribers.

PROFILE CUSTOMIZATION

Specify what categories of information, and what topics within those categories, will be included in your users' profiles.

EASY INTEGRATION

TextPrism functionality is accessible via a simple web services API, so it's a snap to integrate it with your applications or create your own interfaces.

WE'RE HERE FOR YOU

Want new rules to determine subscriber interest? Need to customize profile information? Require more detailed concept identification? We can train your staff or provide the updates for you. It's your call.

For more information on and a demo of TextPrism in action, visit us at: www.textprism.com or email us at info@textprism.com.

For Information Providers



You have content.
You have subscribers.
You have a challenge.
You have an opportunity!

Are you getting maximum value from your content?
Are you providing your subscribers with the best service?
What if you could dramatically improve your ability to deliver precisely the content that each subscriber wants to receive – and the targeted content that you (or your advertisers) want to deliver?
With TextPrism you can!

Mass customization of information delivery is the key to getting your valuable content to the subscribers who most want to see it. By providing as much or as little of a description of themselves as they choose, your subscribers do your market segmentation for you. TextPrism uses this profile information to determine the likely interests of each user. By selecting from and enhancing TextPrism's subscriber interest rules, you retain complete control of how your content is matched to your subscribers' interests.

Highly focused content also benefits you, your information publishers, and your advertisers. You can harvest valuable data from your subscribers' profiles and, by understanding your subscribers' interests, TextPrism can suggest additional content feeds and help target subscriber-appropriate ads and other promotional material.

System Features

- Administrator functionality is provided for managing document feeds, allowable profile content, subscriber on-boarding, and subscriber interest rule selection.
- Core TextPrism functionality – including document tagging, subscriber profiling, subscriber interest generation, document-subscriber matching, and subscriber notification – is available via a web services API, enabling easy integration with your applications or custom front-ends.
- TextPrism functionality is available on our servers or yours. Come online quickly using TextPrism as a service or install TextPrism software on your enterprise servers for maximum control.
- TextPrism is infinitely scalable. Additional servers can be added as needed to handle increases in your subscriber base or in the documents processed.
- TextPrism interfaces and information stores are standards-based, enabling ease of use and integration.

SUPPORT SERVICES

Subscriber profile customization
Custom interest rule development
Ontology and lexicon management
Application development
Application hosting
Installation and maintenance
Training



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