

# **Otopy Launches Internet Search Assistant**

*Major Breakthrough Leverages Semantics to Improve Results*

*From any Search Engine*

Los Altos, California, October 20, 2005. / PRNewswire / Otopy, Inc., a Los Altos-based startup today announced the Beta release of its Internet search assistant, following two years of research and development.

Otopy's solution addresses the problem of not knowing exactly what keyword or words will elicit a useful search result. For most Internet users, finding a specific tidbit of information is like trying to find a word in the dictionary without knowing how to spell it. For the first time, Otopy eliminates the guesswork and frustration of trying different keywords to describe what is being sought.

Using semantics and linguistic analysis, the Otopy search assistant seamlessly converts initial keyword entries into multiple relevant terms. Results for all relevant terms are delivered in an easy-to-use interface.

## **Particularly useful for shopping**

"We identified an opportunity to better connect buyers and sellers," said Gene Feroglia, Otopy's CEO and co-founder. "The problem is that sellers describe the item they're selling one way, and potential buyers may search for that item using different terminology. As a result, items may go unsold simply because the buyer and seller aren't using the same terms to describe the same item. Otopy bridges that gap by linking terms that relate to the same concept. By grouping these terms together with our proprietary technologies, we significantly increase the accuracy, speed and ease with which buyers can find what they're looking for", said Feroglia.

## **Works with any search engine**

“While our current release is tuned for shopping, we are optimizing additional databases for general web searches as well as for domain-specific information in the fields of law, medicine, and other applications, including other languages and corporate applications”, said Dan Kikinis, Otopy’s CTO and Co-Founder.

## **Pricing and Availability**

The Otopy search assistant is a free downloadable browser plug-in. It’s available now free of charge from the Otopy website at <http://www.otopy.com>. The Beta release announced today is available for Internet Explorer 6.0+ and currently supports the following search engines: A9, Google, MSN, and Yahoo! and shopping sites: eBay, Froogle, MSN Shopping, Yahoo! Shopping. The Company plans to release additional versions of the software that will work with other popular browsers and sites.

## **About Otopy**

Otopy Inc. was founded in 2003 with a mission to make Internet search easier and more effective. The privately funded venture is managed by a team of Silicon Valley veterans with expertise in search applications and technology. The technology used in Otopy’s search assistant is covered by patents and pending patents. Otopy is a member of the eBay Developers Program.

SOURCE: Otopy, Inc.

PRESS CONTACT: Kathy Marshall, VP Marketing, Otopy (408) 505-2234  
[kathy@otopy.com](mailto:kathy@otopy.com)