

iCommNet KC Search Technology Perspective



iCommNet® Knowledge Communicator™ (KC) Search™ is a linguistics-based, intelligent precision search technology that delivers the most relevant search results in a search-once manner to enterprise customers in real time. This compelling technology can extract precise knowledge from searches expressed in free-style English, and deliver precise search results that best match the description. Linguistics-based KC Search technology makes precise searches possible.

1. Problem Statement

Conventional keyword-based search lacks precision, accuracy, and efficiency. Keyword-based search techniques yield a large volume of indiscriminate search results without regard to the content. Consumers are left with the burden of manually sifting through the search results to find the most relevant search result. With the amount of information growing every day, consumers will spend even more time searching for what they need to know.

iCommNet KC Search delivers precise search results using knowledge extracted from search requests and search contents in a search-once manner. Thus, enterprise customers can experience more precise searches through the knowledge- and linguistics-based search technology.

2. iCommNet Solution

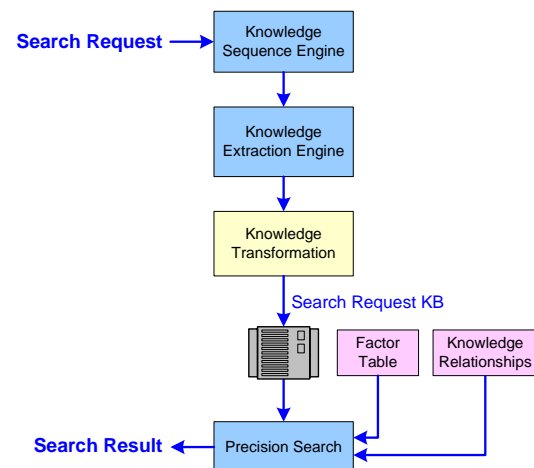
KC Search extracts domain-aware Knowledge Cells™ from search requests and applies sequencing, extraction, and business rules written in Intrinsic Knowledge Language™ and Behavior Specification Language™. With KC sequencing, extraction, and business rules, KC Search supports expressive and natural search request formats; i.e., documents, paragraphs, sentences, phrases, or keywords in plain English. Applying these rules, KC Search sequences search requests and extracts precise search results that best match search requests, thus saving time and increasing productivity.

3. KC Search Core Competencies

KC Search offers three major capabilities: precision, expressiveness, and adaptability.

Precision

KC Search delivers precise search results. KC Search uses inherent knowledge embedded in sentences, not just keywords; and returns precise search results from expressive descriptions in natural language. A precision search begins by sequencing search requests and the search contents into Parametric Knowledge™. KC Search extracts search contents that are most relevant to search requests expressed in plain English using intrinsic knowledge, industry-aware rules, customer-specific business rules, and customizable execution parameters.



Extracting Parametric Knowledge from search requests lays the foundation for selecting the most relevant search results. Knowledge Sequence Engine™ sequences search requests, and Knowledge Extraction Engine™ extracts knowledge and creates Parametric Knowledge from sequenced search requests.

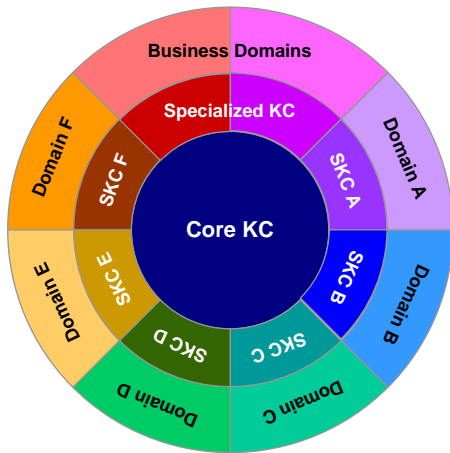
Expressiveness

KC Search supports expressive search requests. KC Search implements expressive methods as search requests—documents, paragraphs, sentences, phrases, and keywords in plain English—capturing unique linguistic characteristics existing in natural language.

Powerful Knowledge Sequence Engine and Knowledge Extraction Engine apply knowledge transformation rules, enabling search requests to be highly expressive.

Adaptability

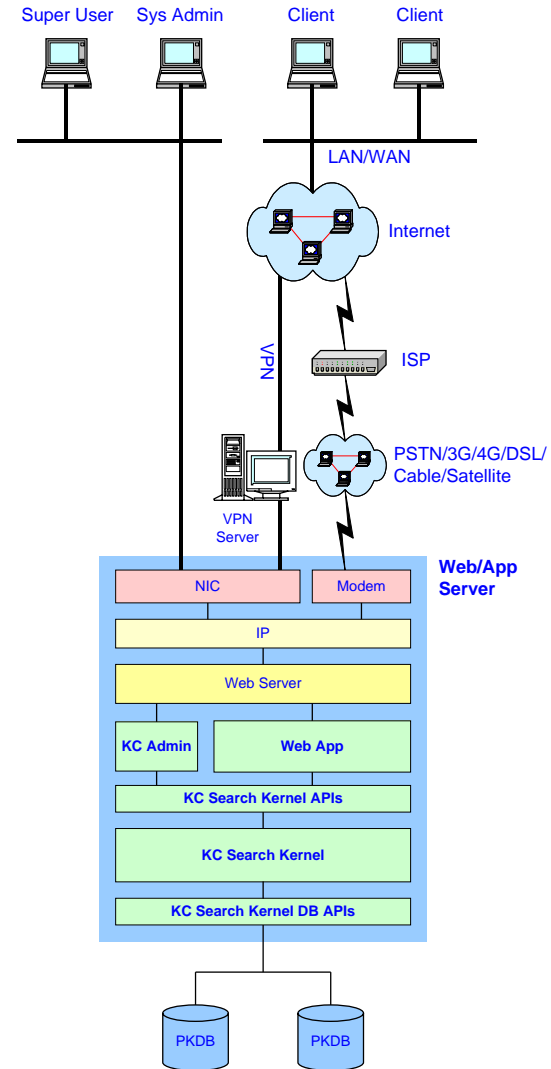
KC Search is highly adaptable. The Core KC Search technology is domain-agnostic and is designed to adapt to existing corporate infrastructure. This technology is also architected and engineered for wide-ranging business domains from inception.



KC Search adapts to existing infrastructure using industry standard protocols. Hence, KC Search receives search requests from existing devices, extracts Parametric Knowledge from search requests, calculates precise and best results from Parametric Knowledge Base, and delivers precise results back to requesting devices.

KC Search also adapts to dynamic business rules rapidly with the KC Search Instant Learning™ technology. Intrinsic Knowledge Language and Behavior Specification

Language specify domain knowledge and business rules; and create business-specific Sequence Engine and Extraction Engine adapting to dynamic business changes rapidly.



Therefore, KC Search adapts to existing infrastructure and business operations; and delivers precise search results without disrupting on-going business transactions.

4. Platforms

KC Search runs on a corporate server that services client’s requests over the network, behind the corporate firewall as well as over the public network. Examples of supported platforms are:

- **Server Platform:** 32- and 64-bit server platforms such as Server 2008 Web Edition, Windows 2003 Server, Windows 7/Vista/XP, and Linux servers.
- **Client Platform:** 32- and 64-bit client platforms with Web browsers. Examples are Windows 7/Vista/XP/2K and Linux.

5. Electronic Contents

KC Search supports wide-ranging electron contents. For example:

- **Web Pages:** Web pages or RSS articles in hyper text languages such as HTML, HTM and XML
- **Electronic Documents:** Enterprise or consumer office electronic documents in formats such as DOC, PDF, RTF, and PPT
- **SQL Database:** Electronic content in SQL-compliant databases via SQL scripts
- **Image Text Documents:** Scanned paper document images in image files formats such as TIF, JPG, and GIF
- **Remote Contents:** Remote electronic contents in SAN and NAS devices over the network via VPN

6. Key Benefits to Enterprise Customers

Enterprise customers who use KC Search achieve the following key benefits:

- **Reduced Search Cycle Time:** KC Search saves time and increases productivity. Obtaining precise information quickly not only increases customer satisfaction, but also increases competitive advantage and productivity, thus increasing revenues.
- **Instant Precision Search Solutions:** Simply install KC Search and make your electronic contents available to your customers immediately. Creating your own search engine is that simple. Even if

you already use a conventional keyword-based search method, iCommNet solutions complement or adjunct to your conventional search method by offering precise and intelligent search technologies, making your electronic contents available to you, your staff, and your customers immediately.

- **Adaptation to Dynamic Business Models and Rules:** KC Search is highly adaptable. Business knowledge and rules change constantly, and search engines must adapt to technological changes and dynamic corporate environments. Static search engines offer neither adaptability nor implementation of consumer-specific search rules. KC Search is dynamic and adjusts to abrupt changes in the workplace. Enterprise customers who use KC Search can continuously offer precise solutions to their consumers while adapting to changing business knowledge and rules.

For more information, contact:

iCommNet, LLC
(512) 341-7313
info@icommnet.com

Visit us at:

www.icommnet.com

Microsoft, MS, MS-DOS, Visual Basic, Visual C++, Visual SourceSafe, Visual Studio, Visio, Win32, Windows, and Windows NT are registered trademarks or trademarks of Microsoft Corporation in the United States and other countries.

Other trademarks and trade names may be used in this document to refer to either the entities claiming the marks and names or their products. iCommNet disclaims any proprietary interest in trademarks and trade names other than its own.