

# ezSEARCH

The Web's universal site search solution

## YOUR GATEWAY TO ONLINE MULTIMEDIA PROFITS

ezSEARCH delivers the first effective universal site search experience to your visitors. ezSEARCH uniquely addresses two fundamental truths of the Web: online consumers search by topic, not by media format; and text is the navigation currency of the Web. EveryZing's ability to extract and index the full text from any audio or video file – combined with our industry-leading site search capability – enables your visitors to find *all of the relevant results* for their keyword searches *across all of your content* (text, image, audio and video) in a single, integrated search. As a result, ezSEARCH drives increased consumption and creates more targetable advertising inventory for “infotainment” Web sites.

### The “magic” of ezSEARCH

ezSEARCH is the only site search solution to deliver comprehensive site search results to your users and features:

#### Patented comprehensive metadata production >

We automatically extract the key words, topics and other information from your Web content to ensure that whenever a consumer searches a term or phrase that relates to any multimedia files on your site, the search results point directly to the relevant audio and video content, as well as text.

#### EveryZing “jump to” navigation >

Every word in our automated transcript output includes a time-stamp, enabling your users to “jump to” the precise portion of the audio or video file in which they are interested.

#### Proprietary natural language processing >

Once the text output has been generated, it is processed by EveryZing's proprietary natural language processing technology to identify key terms, concepts, people, places and other valuable entities to create automatic “tags” for your content.

#### Indexing across all media types >

Wherever the information a consumer is seeking may reside – in text, images, audio or video – ezSEARCH will find it and deliver it, along with associated contextually-relevant advertising. Users can easily navigate and refine the universal search results with our industry leading dynamic navigation features.

#### Scalable, hosted solution >

ezSEARCH is delivered as a hosted solution, with unlimited scalability to handle your business regardless of the number of videos, documents, images, etc. and regardless of the number of users you need to support.

### 3 WAYS “INFOTAINMENT” SITES WIN WITH ezSEARCH:

#### 1) Increased site engagement:

Search is the primary mode of navigation on the Web, and a better search experience will keep users on your site longer.

#### 2) Increased content consumption:

Industry research projects that within three years nearly 87 percent of all internet users in the U.S. will be regularly viewing online video – an audience of well over 150 million people. Surfacing your audio and video content as part of a user's overall search experience is the key to driving increased multimedia consumption and the associated advertising opportunities.

#### 3) Increased advertising opportunities:

Exposing a previously buried treasure trove of site content opens a new stream of advertising revenue. In addition, ezSEARCH provides enhanced targeting opportunities from the rich metadata that wraps your content.



## ezSEARCH: COST EFFECTIVE INTEGRATION

ezSEARCH is built on EveryZing's proprietary and patented core technology and is delivered as a hosted software-as-a-service (SaaS) solution. EveryZing can handle everything, powering the universal site search remotely while making the entire process transparent to the client. ezSEARCH can be deployed as a comprehensive search index, or federated into your existing site search experience via runtime API calls. All major functions of ezSEARCH can be managed via RAMP, EveryZing's management console.

### Features

- Full customization of search results pages including custom headers, footers, color schemes and layout.
- Multiple content format and ingestion capabilities including crawling, feed-based and stream capture.
- Time-stamping of every word in the index.
- Flexible results presentation including federated and blended results across formats.
- "Faceted" navigation of content based on custom attributes.
- Keyword "merchandising" capabilities.

### Benefits

- The ezSEARCH solution is seamless to your end users, and conveys the full effect of your brand and user experience.
- Integration of the service requires virtually no effort from your site operations team. ezSEARCH can ingest content from virtually any source.
- Users are presented with text "snippets" from within each episode, and can "jump to" the precise moment in the episode where their keyword is mentioned.
- Enables EveryZing's patented "jump to" functionality to enhance the end user experience and drive site engagement.
- Delivers a "search-and-browse" experience to meet the widest needs of your users.
- Ability to editorially manage the search results to promote specific content within the search results.

## ABOUT EVERYZING

EveryZing, Inc. is powering next-generation universal search and publishing technology for online content. As the only solution for the comprehensive indexing of all content formats (text, audio, video and image), EveryZing's white label products enable its customers – purveyors of online "infotainment" such as news, entertainment, sports and business – to improve the search experience, drive user consumption of multimedia content and capitalize on the \$20 billion online advertising market. The company's core intellectual property and capabilities leverage speech-to-text technology and natural language processing to drive its award-winning suite of solutions, including ezSEO, ezSEARCH, MetaPlayer, MediaCloud and RAMP.

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