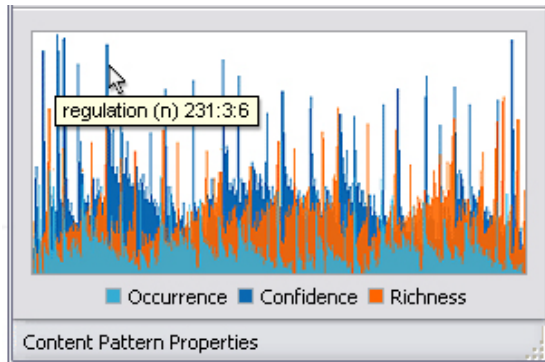


MILLIONS OF WORDS DELIVER MEANINGFUL PATTERNS.



Emantix has developed an easy-to-use method for finding the meaning of words in any kind of content source — or sources. Our method involves lightning fast analysis of *millions* of words and word combinations, resulting in patterns and associations that allow us to find the right definition of a word with exceptional accuracy.



Occurrence graphs the number of times the word occurs within the content.

Confidence graphs level of confidence of automated word definition capture.

Richness graphs frequency and value of correlated domain vocabulary concepts.

A unique pattern, or fingerprint, is generated from source content. Moving a cursor over a single line displays the specific word and relevant statistics.

THE MEANING OF MEANING.

Why is meaning important? Because too many words mean too many things. It is important that words people use to describe actions and things are used precisely and accurately. Being able to determine the correct definition for these kinds of words allows the overall content to be better understood and connected with other content, words and ideas.

ONLY COLLECTIVE MEANING CAN DETERMINE CONTEXT.

While context is an exceptionally popular word these days, it is widely used incorrectly. Content context, really, cannot be determined without knowing the collective meanings of the words themselves. At best, most technologies that claim to determine context in content are lucky if they can identify a handful of words correctly, and even then, those words are proper nouns with precise meanings.

MEANING AND CONTEXT DECIDE RELEVANCE.

Once you know the individual and collective meanings of words along with an understanding of the intent, or context, of the content, you can organize, sort and rank the words so that the most meaningful words carry far greater weight and usefulness than the least meaningful ones. This is particularly interesting, since, while words have a finite universe of meanings, the context and word relevance are utterly unique, defined by the nature of the content itself.



THE MEANING OF IT ALL.

The benefit of knowing the precise meaning of words? Well, beyond providing a better search experience or enhancing content and tagging media with related and relevant metadata and hyperlinks, or even serving up highly targeted advertising, you can also offer up concepts and ideas that, while not in the content source itself, are also highly related and relevant. Leading, of course, to additional targeted advertising and related document hyperlinks.

This also enables an optimal form of content navigation, particularly for knowledge discovery, as loose associations are traveled and connections made — learning is facilitated, expertise is shared and innovation embraced.

