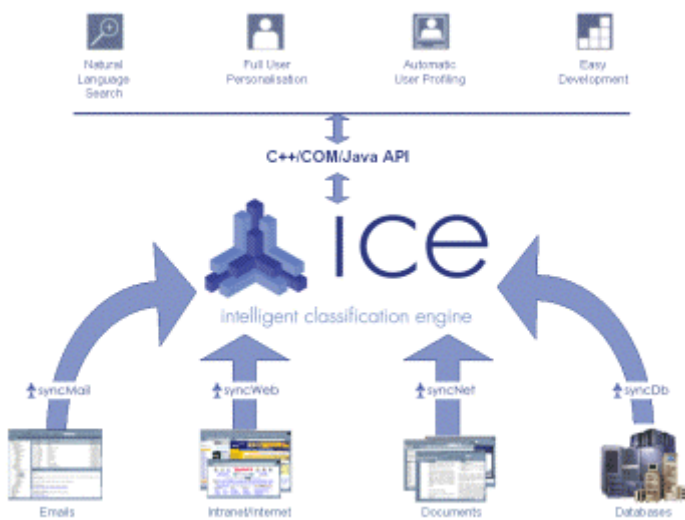




Most companies these days are under increased pressure to reduce costs, increase profits, charge for services which were previously free, look for new services they can implement quickly to generate a profitable revenue stream, retain customers, increase customer interaction and attract new customers.

**We help companies achieve this.**

We can do this in a number of ways. We can **dramatically improve the effectiveness of existing product targeting, advertising, summarisation, searching, customer profiling, and personalisation**; we can even help you to **unlock your corporate knowledge base**.



Future Edge has developed the **Intelligent Classification Engine (ICE)**. ICE is a piece of software that is capable of understanding natural language. It accomplishes this by first *isolating the context and meaning of words within any piece of text supplied to it*.

This can be a question, news article, review, product description, resume, legal contract, insurance policy, database, in fact any text based information you have at your disposal.

ICE then compares its understanding of each individual piece of text to build a network of relationships between them i.e. it understands how one document might be relevant or relate to another.

In the case of searches, *highly relevant documents, news articles, product descriptions, adverts etc are returned*. Where the originating text is large - **automatic, dynamic and intelligently created summaries are created**.

**ICE does this in real-time with phenomenal speed over many documents and many users.**

The key to this is *clever use of neural network technology and Bayesian statistical algorithms* to actually understand the context of information provided to it and learn from previous interaction with the user. ICE is of course *only as knowledgeable as the quantity and quality of the information provided to it*, but it also learns an individual's preferences over time.

One of the many advantages of using ICE is that you *constantly search on the most up to date information*, and it dynamically inserts links to current documents rather than relying manually entered links - which will always be to documents older than the one you are currently browsing! In addition meta-tags or keywords are rendered unnecessary as ICE re-reads the document and decides relevancy for each individual query. This dramatically **reduces the cost and effort involved in publishing** any information. It also **greatly increases the speed and ease** with which companies can publish new information. When we ran ICE against the BBC's website, to demonstrate part of its power, ICE not only returned highly relevant articles but also **inserted more relevant & current hyperlinks automatically** than those, which were manually entered.

In addition the Intelligent Classification Engine (ICE) **profiles each user dynamically** and can recommend new information based on past reading, buying or browsing habits - *this includes dynamic and personalised advertising*. It's possible to tune the speed at which ICE adjusts to changes in user behaviour, enabling the effectiveness of advertising to be increased significantly for trends in various markets.

Finally ICE assists in publishing information by automatically categorising documents to multiple categories. It does this by reading documents already published to a category and then comparing the current one for relevance.

**ICE exposes well-documented API's and is ideal for use in OEM style solutions.**

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