



INSIDE THE MIND

THE COGNITION TECHNOLOGIES NEWSLETTER

Cognition's Semantic Technology in the News

Cognition has been getting great press lately, appearing in GigaOm.com, BusinessWeek.com, AltSearchEngines.com, SearchEngineLand.com and more.

Recently, Cognition was written about in two great articles. The first is in SearchEngineLand.com, the informative site that Danny Sullivan heads up, which compares Cognition's Semantic NLP technology to Powerset's, Hakia's, and Google's respective technologies. Here's a snippet:

The Cognition highlights of their first hit is probably the best as it's quite thorough. It also highlights sentences that take a wide interpretation of the verb "build", highlighting sentences talking about the designers and the construction company.

You can read the whole article at: <http://searchengineland.com/080714-123820.php>
[7/14/08]

We were also profiled in VentureBeat [7/14/2008]:

Where Powerset focuses on the structure of a search query, Cognition Technologies has been building a "semantic map"—basically, a big dictionary that allows Cognition Technologies' products to actually understand the meaning of the words in your query, and therefore understand what you're actually asking for.

<http://venturebeat.com/2008/07/14/cognition-technologies-gets-27m-to-improve-semantic-search/>

GigaOm ran a story entitled "Powerset vs. Cognition: A Semantic Search Shoot-out" and compared both Powerset and Cognition to Google.

One area where both Powerset and Cognition improve on Google is the disambiguation of query terms. This is always a significant issue for search engines; for example, when a user types in the keyword Java, does she mean the island, the programming language, or the coffee?

Read the article for yourself here:

<http://gigaom.com/2008/06/07/powerset-vs-cognition-a-semantic-search-shoot-out/>
[6/7/08]

Cognition's CEO, Scott Jarus was quoted in a BusinessWeek.com story entitled "Gunning for Google in Search." The story can be found at:

http://www.businessweek.com/technology/content/jun2008/tc20080616_034849.htm?chan=technology_technology+index+page_top+stories

Both Google and Microsoft are incorporating some aspects of the technology in their search engines. But while the small, venture-funded firms have little traction in comparison, they believe they have the edge in the long term. "This is not easy," says Scott Jarus, CEO of Cognition Technologies. "It took us 10-plus years to develop the underlying technology."

We are very pleased that we are starting to get more media attention. After 23+ years developing Cognition's Semantic Map and robust lexical resources, we think it's about time people heard about us! To read all of the press and press releases, go to:

<http://www.cognition.com/info/press.html>

Technology and Industry Insights

Dr. Kathy Dahlgren, our CTO and founder, is writing guest columns for AltSearchEngines.com explaining some of the basics of Semantics and Natural Language Processing (NLP). Here's a great one about Cognition's Semantic Map entitled "The Overlooked Key to Semantics and NLP":

"All Natural Language Processing companies are trying to solve the "relevancy issue"—meaning, how can the relevancy of the text they are processing (either in-bound reading, or out-bound delivering text out) be improved for the end-user? This issue is addressed both by technological adjustments to existing

solutions (e.g. more sophisticated mathematical and statistical algorithms) and/or by market segmentation, such as through dataset specialization (e.g. automotive, music, videos, medical, etc.). Cognition, on the other hand, addresses the relevancy challenge by changing the NLP paradigm through its unique and complete combination of linguistic elements to optimize semantic understanding... <http://altsearchengines.com/2008/06/04/the-overlooked-key-to-semantics-and-nlp>

Do you subscribe to the Cog Blog?

If you haven't subscribed to the "Cog Blog" RSS Feed, you can grab the feed here:

<http://blog.cognition.com/?feed=rss2>

Here is a recent post which we think you'll find interesting:

Saul Hansell wrote an interesting post on the NY Times blog entitled [Google and the Real Search for Meaning on the Web.](#)

We joined the conversation with this comment because people still don't understand how critical a vast and complete Semantic Map of the English language is to true understanding of text:

To advance NLP beyond its current limitations is a very difficult problem because you have to unravel the complexity of language. In particular, individual words have multiple meanings, and at the same time, a given concept or meaning can be referred to by multiple words. To understand which meaning of a word is correct requires an understanding of context, but in order to fully understand context requires that words and meanings be analyzed or "curated" one at a time into a vast Semantic Map.

Read the whole post here: <http://blog.cognition.com/?p=31>

Cognition Signs a New Customer

Cognition is proud to announce a licensing agreement with Merrill Lextranet, a worldwide provider of litigation support and case management systems and tools. Merrill Lextranet has initially integrated Cognition's Semantic NLP technology into its Document Review service, enabling its users to uncover complex information and utilize meaning-based search capabilities (as opposed to simple key word search).

You can read the full press release about this customer win at:

http://www.cognition.com/PR_Cognition_-_Signs_Customer_Lextranet_6-23-08.pdf

Also, just a reminder, you can find Cognition in Lexis-Nexis Concordance!

If we can help your company's applications and technologies become semantically enabled, please contact us at sales@cognition.com.

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