

## **ONE SMALL STEP FOR MAN, ONE GIANT LEAP FOR MEDICAL RESEARCH: COGNITION LAUNCHES SEMANTIC MEDLINE™**

### **Cognition Enhances Research Capabilities By Employing Semantic Technology**

LOS ANGELES – July 23, 2008 —Cognition Technologies, a next-generation Semantic Natural Language Processing (NLP) company, announces a quantum improvement in the application of NLP technology with the introduction of Semantic MEDLINE™ – the 18 million article abstract database of complex health information published by the National Library of Medicine. This new free service at [www.SemanticMEDLINE.com](http://www.SemanticMEDLINE.com) enables complex health and life science material to be rapidly and efficiently discovered with greater precision and completeness. This marks the first time that users can employ a natural, conversational sentence structure to find the most complex studies within the MEDLINE dataset.

SemanticMEDLINE is powered by Cognition's Semantic NLP™ technology, which incorporates word and phrase knowledge to comprehend the meaning and nuances of the English language. Cognition's Semantic Map, the most complete and comprehensive available today, enables the Search process to be based on meaning, rather than statistical word pattern matching, and therefore returns more complete and relevant results.

"Cognition's Semantic NLP is the first and only technology to combine all of the key linguistic elements to unravel the complexity of language and optimize semantic understanding of ambiguous content. The foundation behind this capability is our comprehensive Semantic Map of the English language," said Scott Jarus, CEO of Cognition Technologies, "SemanticMEDLINE's results are far more comprehensive and thorough when compared with Pubmed's native Search results because of two unique capabilities: an understanding of synonymy and the ability to understand meaning and context reasoning."

With traditional keyword search engines, such as those used by Google, Yahoo! and others, finding the best medical research document within complex datasets, such as MEDLINE, is very difficult to obtain without the use of complex Boolean equations and a deep understanding of the many permutations of technical synonymy. Cognition's Semantic MEDLINE has the ability to target and locate these types of data that are otherwise hidden in masses of information because of its comprehensive Semantic Map (particularly deep within the health sciences discipline) and its unique ability to "understand" the meaning behind words, phrases and idioms.

Cognition's SemanticMEDLINE.com is a new important tool for researchers in the medical and biotech community," said Dr. Betsy Goldsmith, Professor of Biochemistry at UT Southwestern Medical Center, Dallas. "Cognition's MEDLINE Search capabilities save users hours hunting for desired documents within complex content. It is helpful in conducting complex research, planning experiments, grant creation and writing technical papers." Dr. Goldsmith is a collaborative developer of Cognition's SemanticMEDLINE through a sponsored grant provided by Cognition Technologies.

For more information regarding Cognition's Semantic NLP technology, visit [www.cognition.com](http://www.cognition.com). To semantically search medical or scientific data through MEDLINE, visit [www.SemanticMEDLINE.com](http://www.SemanticMEDLINE.com).

#### **About Cognition:**

Cognition Technologies, based in Los Angeles, has developed a revolutionary Semantic Natural Language Processing (NLP) technology which adds word and phrase meaning and "understanding" to computer applications, enabling them to be more human-like in their processing of information. Cognition's Semantic Map, the underlying technology developed over the past 23 years, is the largest and most extensive in existence. Applications and technologies which utilize Cognition's Semantic NLP™ technology are positioned to take full advantage of Web 3.0 (the Semantic Web).

# COGNITION

GIVING TECHNOLOGIES NEW MEANING™

Cognition ► Giving technologies new meaning.™

## **Media Contact**

Jessica Hasson | Terpin Communications | 323-710-3556 | [jessica@terpin.com](mailto:jessica@terpin.com)

Tad Benson | Cognition Technologies | 310-641-7200 x214 | [Tad.Benson@cognition.com](mailto:Tad.Benson@cognition.com)