

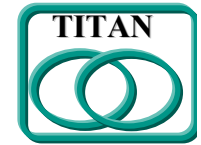


**European Media Wrapper Round Table  
EXALEAD Ready-made for Multimedia Search**

exalead



exalead™



## EXALEAD OVERVIEW

# EXALEAD AT A GLANCE – Dates and figure

- **2000** >> Techno-transfer from Ecole des Mines after a R&D 2-year period
  - “Search by serendipity” (patented technologies)
  
- **2005** >> Full-featured range of products dedicated to high-level enterprises’ requirements
  - **Scalability**
  - **Real Time**
  - **Fully packages to fully Customized solutions (Desktop-Mobile-Web-TV)**
  
- **2006** >> BtoC – [www.exalead.com](http://www.exalead.com)
  - Volume : 8 billion web pages / 1 billion images / n million vidéos
  - Innovation : images contents filtering / Crawled and structured contents merging
  - Services : web index access through competitive APIs
  
- **2007** >> Exalead Growth
  - 1 reference owner, Qualis (12 M€ funding in January 2007)
  - 4 subsidiaries (USA – 2 offices / Germany / UK / Italy)
  - 100 “exalidians” et increasing partnerships with academic and industrial labs
  - Merging Social Networks and Search: [www.baagz.com](http://www.baagz.com).



# EXALEAD AT A GLANCE – Different faces of search



Web-extended Directory Search Service

Arabic-focused web search engine

Je cherche : canoe alpes

118 218 LE NUMERO

Je précise ma recherche

- Type de recherche
- Professionnels (131)
- Particuliers (1)
- Localités
- Gap - 05 (2)
- Préalpes - 05 (2)
- Ariège - 05 (1)
- Catégories
- Hotels (7)
- agence immobilière (20)
- Agences de tourisme, résidences télésees (22)
- Services
- Mode de paiement
- Confort
- Fourchette de prix

Nous avons trouvé 132 réponses

- 1- Club Canoe Kayak Alpes Provence  
11 R de la Garance 05050 Gap (France)  
Tél: 04 92 53 78 55  
SMS Ajouter à mes contacts Imprimer + de détails
- 2- Comité Départemental Canoe kayak des Hautes-Alpes  
228 Bd Bellevue 05050 Gap (France)  
Tél: 04 92 53 47 58  
Activité : sport (clubs et complexes sportifs)  
SMS Ajouter à mes contacts Imprimer + de détails
- 3- Hotel des Alpes  
87 R Camille Buffardel 28150 Die  
Tél: 04 75 22 16 83  
Activité : hôtels  
Hôtel des Alpes HOTEL DES ALPES 87 R CAMILLE BUFFARDEL DIE 0475221683 hotel des Alpes GARAGE MOTO OFFERT English Spoken...Paradis des randonneurs, des cyclistes et des véliplages, le site vous propose également du canoë, de la baignade en rivière, de l'escalade, des via ferrata, et pour accrocheur, du parapente et du planeur.  
http://www.hoteles.com  
SMS Ajouter à mes contacts Imprimer + de détails
- 4- Propriétaire Françoise Groupe France  
Location  
38750 L. Alpe D Huez (France)  
Tél: 04 76 79 00 66  
Activité : agence immobilière  
Propriétaire Françoise Groupe France  
Location ACTIVITES ET ANIMATIONS Les sports nautiques à Portoncel (1.5 km) : Voile, plongée, canoë-kayak, promenades en mer, location de tables, location de planches à voile et catamarans... Calendaire des Villégiatures en Oisans-2 Alpes-Gresse et Vercois-Auron-Isère-Roquebrune Cap Martin-Roquebrune Hotel-sun etc...  
www.francoise.fr  
SMS Ajouter à mes contacts Imprimer + de détails

taya.it beta

search it, find it

Images | Wikipedia

Arabic Pages Only | All Pages

search

Morphological | 
  Exact Match | 
  Cross Language | 
  Synonym | 
  Expanded | 
  Phrase

Make tayait Your HomePage

Make tayait Your Default Search Engine

Powered by exalead

All rights are reserved to tayaIT © 2006

Generate contextual navigation & interaction

2:15 PM

CHANNEL FX

24 - Season 6

Action 40 mins

GALLERY

CREDITS

TV Serie Created by Joel Surnow and Robert Cochran with Kiefer Sutherland, Leslie Hope and Elisha Cuthbert.

SYNOPSIS

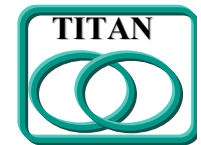
Another bad day for being handed over to 20 brutal months in glorious return to ship that for the previous gone through a series with over 1000 civil custody, and no end jack up to the terror him back, just to give appears as if Jack

SEP 18, 07

FOX 11

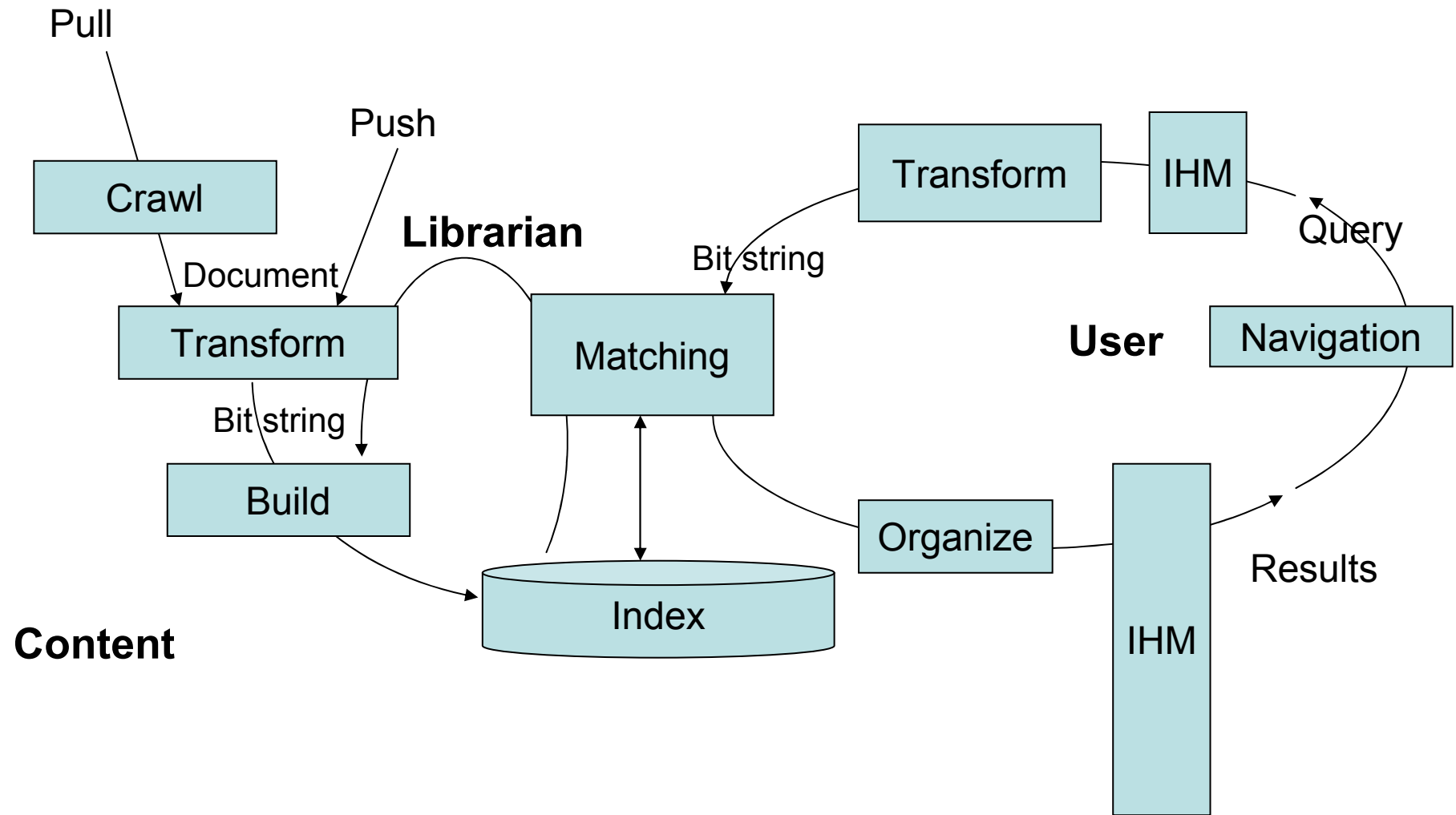


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# SEARCH ENGINES ARCHITECTURE

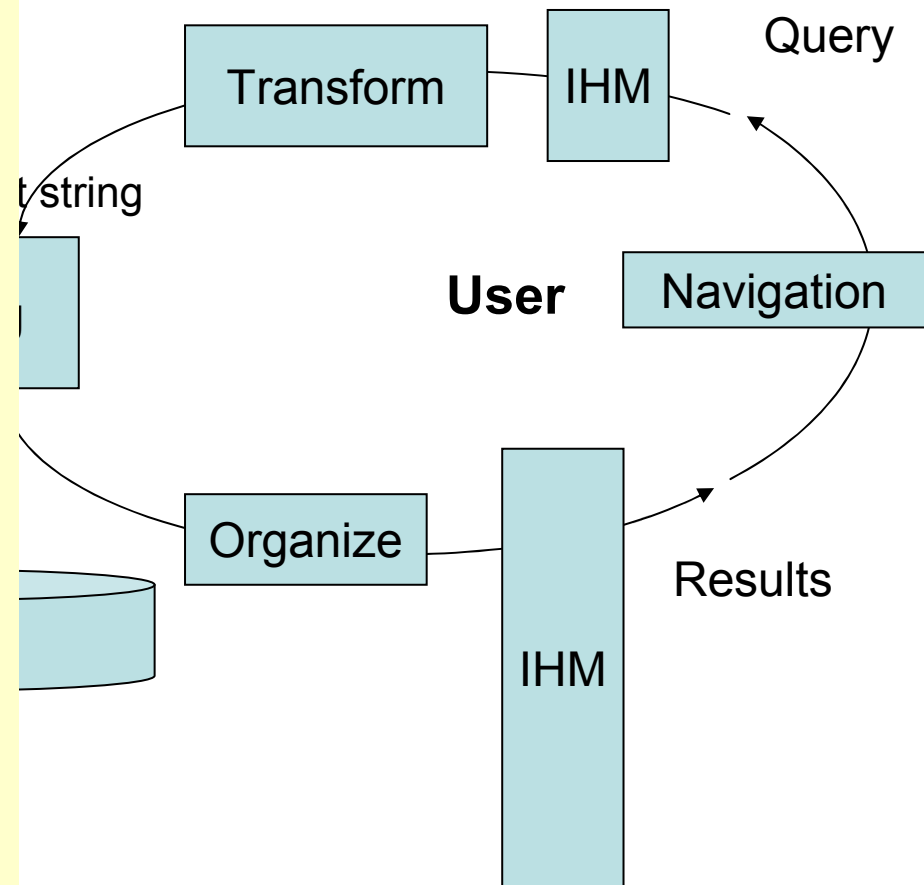
# Minimal Search Engine Architecture : Overall schema





# Minimal Engine Architecture : Main Issues

- Expressing the “query”
  - Which terminal?, Which media?, ...
- Transforming the query into “bit strings”
- Returning “results” for further “query” or “navigation”
- **Issues**
  - GUI
  - Performance
    - Response time
    - Precision/recall
  - Query transformation
  - Results organization for presentation and navigation





# Search Engine Optimization : Methodology



- Break down search into essential components
- Identify issues associated with each component
- Match use-cases with functional overview
- For a given use-case, identify “critical” components
  - those for which there is no known solution
- Identify use-cases where the model breaks
  - repair/extend model



# **ACTUAL EXALEAD MULTIMEDIA SOLUTIONS**

# Actual Exalead Multimedia Solutions : Images Filtering (1/2)



Web Images <sup>BETA</sup> Wikipedia <sup>BETA</sup> Video <sup>BETA</sup> More »

USA

Image Search

Advanced search



Sign in | Preferences

Use Exalead in your browser

Images

Results 1-20 of about 3,253,681 for USA

Background :

Narrow your search

Size

- [Small](#) [exclude](#)
- [Medium](#) [exclude](#)
- [Large](#) [exclude](#)

Content <sup>BETA</sup>

- [Face](#) (369) [exclude](#)

Wallpapers

- [800x600](#) (7) [exclude](#)
- [1024x768](#) (5) [exclude](#)
- [1600x1200](#) (2) [exclude](#)

Image color

- [Color](#) (91%) [exclude](#)
- [Grayscale](#) (8%) [exclude](#)
- [Black & White](#) (0.3%) [exclude](#)

Layout

- [Landscape](#) (81%) [exclude](#)
- [Portrait](#) (18%) [exclude](#)

File types

- [Gif](#) (55%) [exclude](#)
- [Jpeg](#) (42%) [exclude](#)
- [Png](#) (1%) [exclude](#)

Search within results

« Less choice



USA består af 50 ...  
192 x 280 - 12.1 Kb - jpeg  
[www.aktivferierejser.dk](#)  
[View image alone](#)  
[Add to shortcuts](#)



USA  
569 x 439 - 20.1 Kb - gif  
[c.debeaurepaire.free.fr](#)  
[View image alone](#)  
[Add to shortcuts](#)



usa jpg  
132 x 176 - 19.9 Kb - jpeg  
[n7as.netfirms.com](#)  
[View image alone](#)  
[Add to shortcuts](#)



USA  
400 x 272 - 38.9 Kb - jpeg  
[www.michaellachowski.com](#)  
[View image alone](#)  
[Add to shortcuts](#)



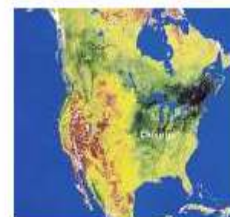
Download usa wtp ...  
640 x 480 - 84.8 Kb - jpeg  
[www.gravomaster.com](#)  
[View image alone](#)  
[Add to shortcuts](#)



USA Inhalt folgt  
280 x 187 - 12.7 Kb - jpeg  
[www.beatrix-reisen.ch](#)  
[View image alone](#)  
[Add to shortcuts](#)



USA Wireless 3G ...  
209 x 151 - 8.9 Kb - gif  
[www.umtsworld.com](#)  
[View image alone](#)  
[Add to shortcuts](#)



Übersicht USA  
500 x 375 - 34.7 Kb - jpeg  
[www.karlheinzeder.de](#)  
[View image alone](#)  
[Add to shortcuts](#)

# Actual Exalead Multimedia Solutions : Images Filtering (2/2)



Web | Images <sup>BETA</sup> | Wikipedia <sup>BETA</sup> | Video <sup>BETA</sup> | More »

USA

Image Search

Advanced search



Sign in | Preferences

Use Exalead in your browser

Images Results 1-20 of about 120,931 for USA

Background:

## Narrow your search

### Your refinements

#### Content

• Face [remove](#)

#### Size

• [Small](#) [exclude](#)  
 • [Medium](#) [exclude](#)  
 • [Large](#) [exclude](#)

#### Wallpapers

• [800x600](#) (9) [exclude](#)  
 • [1024x768](#) (5) [exclude](#)  
 • [1600x1200](#) (6) [exclude](#)

#### Image color

• [Color](#) (87%) [exclude](#)  
 • [Grayscale](#) (12%) [exclude](#)

#### Layout

• [Portrait](#) (62%) [exclude](#)  
 • [Landscape](#) (37%) [exclude](#)

#### File types

• [Jpeg](#) (88%) [exclude](#)  
 • [Gif](#) (11%) [exclude](#)  
 • [Png](#) (0.6%) [exclude](#)

#### Search within results

« Less choice



BRITNEY SPEARS  
 uruguay usa All  
 220 x 292 - 19.2 Kb - jpeg  
[www.anvari.org](#)  
[View image alone](#)  
[Add to shortcuts](#)



150 x 200 - 6.9 Kb - jpeg  
[gallery.prezzibenzina.it](#)  
[View image alone](#)  
[Add to shortcuts](#)



Preview of usa.jpg  
 Miss USA viewed ...  
 268 x 400 - 13.4 Kb - jpeg  
[media.santabanta.com](#)  
[View image alone](#)  
[Add to shortcuts](#)



USA -  
 196 x 292 - 11.7 Kb - jpeg  
[www.prolinguis.se](#)  
[View image alone](#)  
[Add to shortcuts](#)



196 Lauri USA  
 320 x 240 - 16.1 Kb - jpeg  
[www.werenotafraid.com](#)  
[View image alone](#)  
[Add to shortcuts](#)



jester-usa.jpg  
 224 x 326 - 17.9 Kb - jpeg  
[www.villagehatshop.com](#)  
[View image alone](#)  
[Add to shortcuts](#)



usa-aupair-caroll03.jpg  
 480 x 360 - 26.5 Kb - jpeg  
[nanny.de](#)  
[View image alone](#)  
[Add to shortcuts](#)



Holyland USA - Entrance  
 240 x 180 - 36.1 Kb - jpeg  
[edweb.sdsu.edu](#)  
[View image alone](#)  
[Add to shortcuts](#)

# Actual Exalead Multimedia Solutions : Audio-Video Search (1/2)

[Advanced search](#)[Preferences](#)**Search Results**Results **1-10** of about **473** for **iran**[Sort by relevance](#) - [Sort by date \[ascending\]](#) - [Sort by size](#) | View: [CNN \(05/09/2007\)](#)

1. **0m 53s**  
... much everywhere in the middle east including in present day **iran** which used to be persia persia had its own capital ...
2. **6m 29s**  
... community he's from inferred inside the middle east in isfahan **iran** ...

[CNN \(05/09/2007\)](#)

1. **2m 49s**  
... agreement with north korea or even a pass sanctions on **iran** same thing with vladimir putin who got some powerful bilateral ...

[CNN \(04/09/2007\)](#)

1. **0m 15s**  
... when he resigned this week in what what went through **iran** ...

[CNN \(30/08/2007\)](#)

1. **1m 9s**  
... that affects homeowners and lenders and that's on the if **iran** but apparently we're being affected ...

[France 24 \(France\) \(29/08/2007\)](#)

1. **5m 56s**  
... soutenir le terrorisme en irak des accusations que l' **iran** a rejeté ce matin ...
2. **6m 45s**  
... moyen-orient téhéran a démenti ces accusations pour l' **iran** seul un retrait des troupes américaines pourraient désormais rétablir ...

[France 24 \(France\) \(27/08/2007\)](#)

1. **2m 38s**  
... la bombe iranienne où le bombardement de l' **iran** ...

[France 2 JT de 20 heures \(27/08/2007\)](#)

1. **0m 38s**  
... y a eu aussi des mots très durs contre l' **iran** et dénoncé la brutalité de la russie et la chine ...
2. **16m 30s**  
...

**Refine your search****Medias**

- [RFI English](#) (96) [exclude](#)
- [NHK News English](#) (66) [exclude](#)
- [NHK News French](#) (62) [exclude](#)
- [Deutsche Welle](#) (49) [exclude](#)
- [NHK News Spanish](#) (42) [exclude](#)
- [TF1 JT de 20 heures](#) (32) [exclude](#)
- [France 2 JT de 20 heures](#) (31) [exclude](#)
- [France 3 national - Soir 3](#) (29) [exclude](#)
- [BBC Video US](#) (21) [exclude](#)
- [CNN](#) (14) [exclude](#)

**Date**

- [2007](#) (473) [exclude](#)
  - [February 2007](#) [exclude](#)
  - [March 2007](#) [exclude](#)
  - [May 2007](#) [exclude](#)

**Language**

- [English](#) (257) [exclude](#)
- [French](#) (174) [exclude](#)
- [Spanish](#) (42) [exclude](#)

**Search within results** [← Less choices](#)

Transcribed text  
from a video  
voice track

# Actual Exalead Multimedia Solutions : Audio-Video Search (1/2)



The screenshot displays the Exalead search interface for the query "iran". The main content area features a video player for a CNN segment from 05/09/2007. The video player includes a progress bar and a "Text" tab showing search results for the word "iran".

**Search Results:** iran

**Search Results:** CNN (05/09/2007)

0:58/9:05

**Segments** | **Text**

**0m 53s**  
much everywhere in the middle east including in present day iran which used to be persia persia had its own capital

**4m 54s**  
came anyway because her friend jolly came to mourn in iran jolly left at the age of nine comes back almost

**6m 29s**  
community he's from inferred inside the middle east in isfahan iran

**Refine your search**

**Medias**

- RFI English (96) [exclude](#)
- NHK News English (66) [exclude](#)
- NHK News French (62) [exclude](#)
- Deutsche Welle (49) [exclude](#)
- NHK News Spanish (42) [exclude](#)
- TF1 JT de 20 heures (32) [exclude](#)
- France 2 JT de 20 heures (31) [exclude](#)
- France 3 national - Soir 3 (29) [exclude](#)
- BBC Video US (21) [exclude](#)
- CNN (14) [exclude](#)

**Date**

- 2007 (473) [exclude](#)
  - February 2007 [exclude](#)
  - March 2007 [exclude](#)
  - May 2007 [exclude](#)

**Language**

- English (257) [exclude](#)
- French (174) [exclude](#)
- Spanish (42) [exclude](#)

**Search within results**

Go [Less choices](#)

**Search Results:** CNN (30/08/2007)

- 1m 9s**  
... that affects homeowners and lenders and that's on the if iran but apparently we're being affected ...

**Search Results:** France 24 (France) (29/08/2007)

- 5m 56s**  
... soutenir le terrorisme en irak des accusations que l'iran a rejeté ce matin ...
- 6m 45s**  
... moyen-orient téhéran a démenti ces accusations pour l'iran seul un retrait des troupes américaines pourraient désormais rétablir ...

Interactive audio-video player



## **SOME EXALEAD REFERENCES**

# Some of more than 110 customers



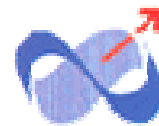


# Worldwide business acknowledgement



## Exalead in the © Gartner Magic Quadrant for Information Access Technology, 2007

- Exalead has a particularly strong combination of Web, desktop and intranet search.
- It offers creative means to develop results interfaces.
- Exalead offers rich content analytics for a comparatively young vendor.
- It is credibly pursuing very-large-scale contracts.



**Thank you.**



**Jean-Marc LAZARD | Manager | Strategic Projects**

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**Exalead S.A. | 10 place de la Madeleine, 75008 Paris, France | [www.exalead.com](http://www.exalead.com)**

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