



CONTEXT LINKS

Dynamically analyze, search and link content.

The server for an intelligent, dynamic analysis, search and topic-related recommendation of web content.

- Text mining and search with high-quality linguistic-statistical analysis
- Recommendations for related content and associated topics
- High performance web architecture
- Easy and rapid integration using Web services

With L4 Context links you receive a smart collection of high-performance services to analyze, explore and search your portal content.

Take advantage of the web services of L4 to automatically aggregate and analyze the content of different sources and media formats and structure and link them regarding their topical similarity.

L4 Context Links is part of the ➤L4 Portal Suite and bundles all services for high-quality automated analysis of existing content. Based on a sophisticated linguistic and statistical procedure your content is dynamically analyzed and you receive on-the-fly recommendations for appropriate content and relevant keywords.

Depending on your application area, you can use the services for tagging of content, the generation of interest-specific product recommendations, or

semantic linking of content between various portals. For this the technology operates either completely automatically or it continuously adapts in a self-learning approach to the needs and interests of readers and editors.

You can use the automatically computed context information about your content to offer your audiences exactly that content they are interested in. Create dynamic pages on selected topics (landing pages), perfect the fit of product recommendations or optimize your AdSense™ based on-line revenues with the optionally integrated Google CPC booster.

The service-based architecture of the ➤L4 Portal Suite allows flexible integration of the services of L4 Context links into existing web-based content management systems (CMS / ECM).

Gain a competitive edge by

- Editorial support in structuring and classifying information
- Automated Search Engine Optimization (SEO) for arbitrary keywords by generation of landing pages, tag clouds and cross-server links
- Improved customer retention by presenting the right information at any time
- Growth of advertising-based online revenues

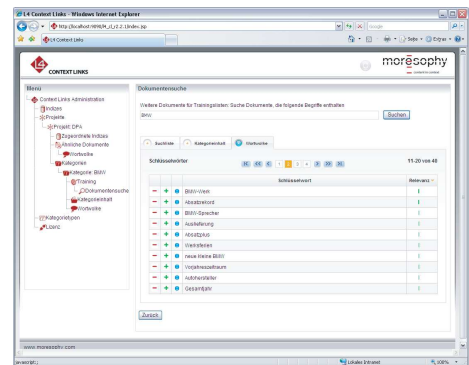


Selected Features

- Content-based recommendations for unstructured and structured information such as product catalogs
- Advanced search with dynamic facets and topic filters
- Automated tagging and structuring of content
- Dynamic, adaptive procedure for creating and maintaining topic dossiers
- Very high quality with sophisticated linguistic-based algorithms in various languages
- Optional Boosting of keyword-based advertising (Google AdSense™)
- REST-based communication with any standard CMS and Web applications
- High-performance Web architecture by differential multi-index management

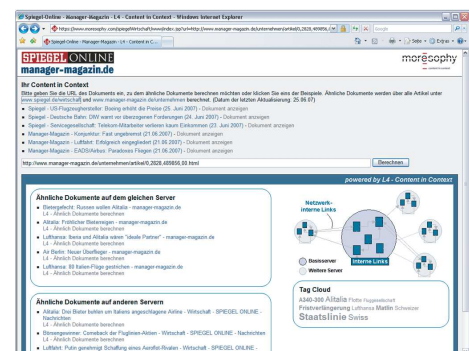
High-efficiency analysis for text mining and search

- Efficient semantic search with dynamic filters ("facets") on any meta-data and topics
- Dynamic computation of semantic similarities between different content formats
- Adaptive, self-learning processing through dynamic analysis of content ratings
- Flexible, extensible handling of constraints (date, source, etc.)
- Category management for the maintenance of dynamic topic dossiers
- Control relevance ranking of algorithms by external topic profiles (L4 NetWorker) or CPC-weighted keywords (to improve performance of Google AdSense™)



High processing quality with sophisticated linguistic analysis

- Support of more than a dozen languages
- Recognition of any word variants (phrases, inflections, compound words)
- Detection of word categories (nouns, verbs, adjectives etc.)
- Free configurability of weighting factors and thresholds



Easy communication with CMS and flexible content-connectors

- Flexible REST-based communication between L4 Context Links and CMS and Web applications
- Simple integration of any media types (blogs, communities, etc.) and databases (e.g. Online-shops with product data)
- Aggregation of external websites using customizable web crawler

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