

ON THE RADAR

search engines to know!

ig the intelligence group

Since the introduction of Blackle.com (Google's eco-friendly counter-site) last year, over half-a-dozen alternative search engines have launched—providing users with more customized, personalized, and hyper-sensitized options to peruse the web. Here's a sampling of our favorites:

SEARCH ME



With visual search being predicted as where the search category will be heading in the future, this site is one to watch. While its accuracy and effectiveness is not like that of a traditional search engine like Google or Yahoo!, the functionality which gives users actual web pages to digitally page through, instead of just a list of

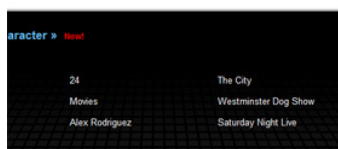
links, will likely be employed by more websites in the future.

www.searchme.com

VIDEO SURF

Created by leading experts in computer vision, this video search engine uniquely analyzes content so that it can be searched by visual parameters, rather than with text. Users visually navigate results to find scenes or people, or even specific moments, they want to see.

www.videosurf.com



SONGZA

songza
the music search engine
and internet jukebox

Billed as an "Internet jukebox," the service scans the web to find exactly the songs and artists you want to hear and offers users the ability to create playlists from found songs. With an easy-to-use search engine interface, this site is offering up some stiff competition in online music streaming. And for those who can't live outside

of Facebook, there's even a Songza Facebook application.

www.songza.com

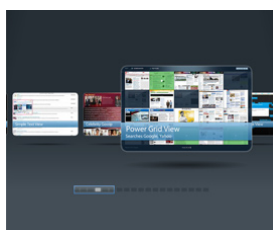
JINNI

Users can search for entertainment by mood, plot, genre, time period, place, praise, people, and more at this new movie and television recommendation site. Jinni is all about creating a viewing experience to suit your every whim, even if that means you are looking for an action packed romance with a horror edge. In the age of "entertainment debt", Jinni ensures that you won't waste your time on bad content.

www.jinni.com



VIEWZI



Online search has never looked so good. With 18 different categories to view search results, ranging from Site Information View to Power Grid View, Viewzi is a customized search aggregator with features far superior to those of its competitors. And unlike other visual search engines, you can look up items across multiple platforms. Type in the name of a movie hitting the theaters next weekend and not only will you find reviews, news, and photos, but also videos, songs, and maybe even recipes!

www.viewzi.com

TWINGLY

Looking to compete with sites like Technorati, Twingly is hoping to get the edge in blog searching. Launched specifically as a spam-free blog search engine, Twingly only tracks blogs with proven legitimacy, rather than indexing all available blogs. An especially cool product recently released by Twingly is its screensaver which displays a real-time stream of blog postings from around the globe.

www.twingly.com

