

# Ask Jeeves® Not just for questions anymore.

As a great everyday search engine, Ask Jeeves is the starting point for many people when they need to find information and particular websites, compare prices, locate images and much more. Whether using keywords or questions, users get the best sites and content delivered in an easy-to-use interface.

## Ask Jeeves. World-Class Search Technology.

- Ask Jeeves Search Technology (Teoma) uses a proprietary approach to break the web down into topic-based "communities" of sites, and to give added credibility to those sites respected as authorities on a particular subject.
- Subject-Specific Popularity is a technique the proprietary Ask Jeeves Search Technology uses to determine a website's authority on a particular subject. This new dimension in the search process ranks a site based on the number of same-subject pages that reference it within a particular community - establishing authority and ultimately the quality, as well as the relevance of a site's content.

## Ask Jeeves. And get what you're searching for.

Millions and millions of queries a day are processed by Ask Jeeves' technology. The site offers a number of channels including local search, picture search, and news search - all developed so you get what you need quickly. Ask Jeeves also provides a number of features to get you to the information faster.

- **Zoom** is a newly launched navigational tool that offers you the ability to refine or expand your search. **Zoom** identifies and presents conceptually-related topics on the right side of the Ask Jeeves results page. With the click of a button, you can choose to "zoom out" and explore new ideas or "zoom in" and narrow your search.
- Ask Jeeves has developed a number of features that provide direct responses to your search queries by mining through structured data. **Web Answers** has expanded this ability and provides direct answers from unstructured data found within the Ask Jeeves search index of over two billion web pages.
- **Site Preview** saves you time by giving a sneak peek of the website behind the blue link before you click. Simply roll over the 'binoculars' icon next to a search result and avoid unnecessary trips between your search results and the destination sites you are seeking.
- Integrate **My Jeeves** into your life and save time. Simple and free to use, **My Jeeves** allows you to search, organize, edit, update and share your searches. Access up to 1,000 of your search results easily and quickly with this time saving product from Ask Jeeves.

**Ask Jeeves. Searching is good, finding is better.**