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MEDIA RELEASE

Multiple Simultaneous Funnelback Search for National Prescribing Service

6 August 2008 - The National Prescribing Service Limited (NPS) has launched a sophisticated and effective deployment of the Funnelback Hosted search service for its new web site, <http://www.nps.org.au/>.

Using the latest release of its product, Funnelback has taken advantage of NPS's extended metadata to present a wealth of information customized to meet the information needs of the various types of users who visit the NPS website.

The NPS search service features Funnelback's ability to quickly retrieve and display search results from multiple simultaneously executed search queries.

Funnelback's General Manager, Mr Stuart Beil says, "Each multiple simultaneous query brings back search results with information customized for key user groups, such as Consumers, Health Professionals and Members and Stakeholders."

The Funnelback NPS search also integrates a corporate thesaurus to present broader, narrower and related terms, as well as expanding the user's query. This bridges the gap between the vocabulary of the search user and that of the sector's professionals.

Funnelback's new template plugin system has allowed system administrators to easily insert advanced custom functionality into their search templates.

According to Mr Phil Gifford, National Prescribing Service Online Content Specialist, "Funnelback search is an integral part of the NPS web site because it helps inform different types of users about medicines, health and well-being. Funnelback has been able to draw on the NPS metadata to increase search result relevance and quality to the benefit of NPS users and members."

The Funnelback Hosted solution is deployed as a fully outsourced solution managed by the Funnelback team of search experts.

About NPS

National Prescribing Service Limited (NPS) is an independent, non-profit organisation for Quality Use of Medicines. We provide accurate, balanced, evidence-based information and services to help people choose if, when and how to use medicines to improve their health and wellbeing. We are member-based and work in partnership with health professionals, government, pharmaceutical industry and consumers. NPS is funded by the Australian Government Department of Health and Ageing. For more information on NPS call Paul Matthews, Media Adviser, NPS on 0419 618 365

About Funnelback

Funnelback offers Web and Enterprise Search solutions. The Funnelback search engine has a world class result ranking algorithm at its core, which can be tuned to the specific information retrieval needs of its clients. Its core technology is used on a daily basis by organizations such as the Australian Government, Westpac Banking Corporation, the Australian Broadcasting Corporation, the Australian Securities Exchange and ninemsn. Funnelback is a subsidiary company of the CSIRO, Australia's premier scientific research organisation. For further information on Funnelback contact Stuart Beil on 0403 155 116