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## MEDIA RELEASE

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### **FUNNELBACK LAUNCHES SEARCH ON THE ABC**

June 21<sup>st</sup> 2007, Canberra Australia – Internet and enterprise search engine company Funnelback has just launched a range of new website search capabilities for the Australian Broadcasting Corporation.

“We have launched a range of new exciting features, primarily for the ABC News website, including geospatial, multimedia and clustered search”, said Mr. Brett Matson, CEO, Funnelback.

“These new features will add to the user experience and their ability to access online content in new and innovative ways”, said Mr. Matson.

These new features include a geospatial search tool, which allows users to visualise on a map where news stories occurred, as well as other news stories nearby.

The multimedia search provides search over multiple multimedia formats, including video, audio and images. Users can view results in a range of playlist formats, or simply use a browser-embedded media player.

Funnelback’s clustering algorithm, called Fluster provides search results through a browse-able, hierarchical interface. This allows users to easily drill down into more focused queries.

The ABC is Australia’s largest media network. Its ‘News Online’ site is one of the most popular websites in Australia.

The latest enhancements to the ABC’s News Online site by Funnelback are the most recent in a relationship spanning five years.

The new search features can be accessed at [www.abc.net.au](http://www.abc.net.au) and [www.abc.net.au/news](http://www.abc.net.au/news)

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