

gnizr™

Your Enterprise Knowledge Organizer

Is your team looking for ways to fuse and share enterprise knowledge? Is your company missing out on innovations and market opportunities because knowledge is not being shared? Would you like to easily search the vast, distributed information resources of your enterprise?

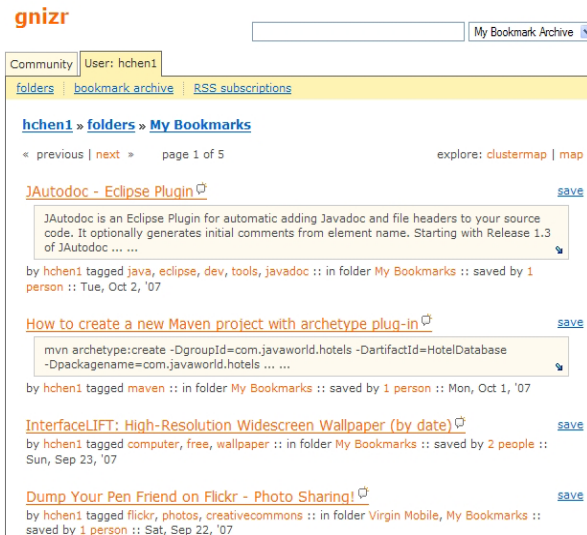
Introducing **gnizr™**, the innovative enterprise technology that is designed to facilitate transparent, collaborative and global accessibility to enterprise information.

Enterprise users are often confronted with the issue of information overload at sites that offer vast, heterogeneous information that range from multimedia to documents to web pages. **gnizr** offers users powerful new tools to collaboratively pinpoint, tag and share information.

Users need tools to more efficiently and effectively find just the right information they need. Plus, users can glean more out of their information if they can view it in a useful location and time context, see critical data relationships, and share helpful value-add content.

gnizr addresses known weaknesses of existing corporate IT platforms for helping people access their corporate knowledgebase and sharing information. **gnizr** helps corporate users quickly discover and view their diverse information resources in powerful new ways. Users are able to selectively tag and store search results, adding a new shareable layer of knowledge to the corporate knowledgebase. **gnizr** is for CIOs and CTOs who are pressed to provide extensible, user-friendly solutions to support collaboration and knowledge sharing.

gnizr delivers proven technology that blends Web 2.0 social networking and tagging technologies with Image Matters' Knowledge Management technology, *knowledgeSmarts™*, enabling users to intelligently search, filter, view, tag, compare, save, and share information using techniques as simple as searching and bookmarking web pages.

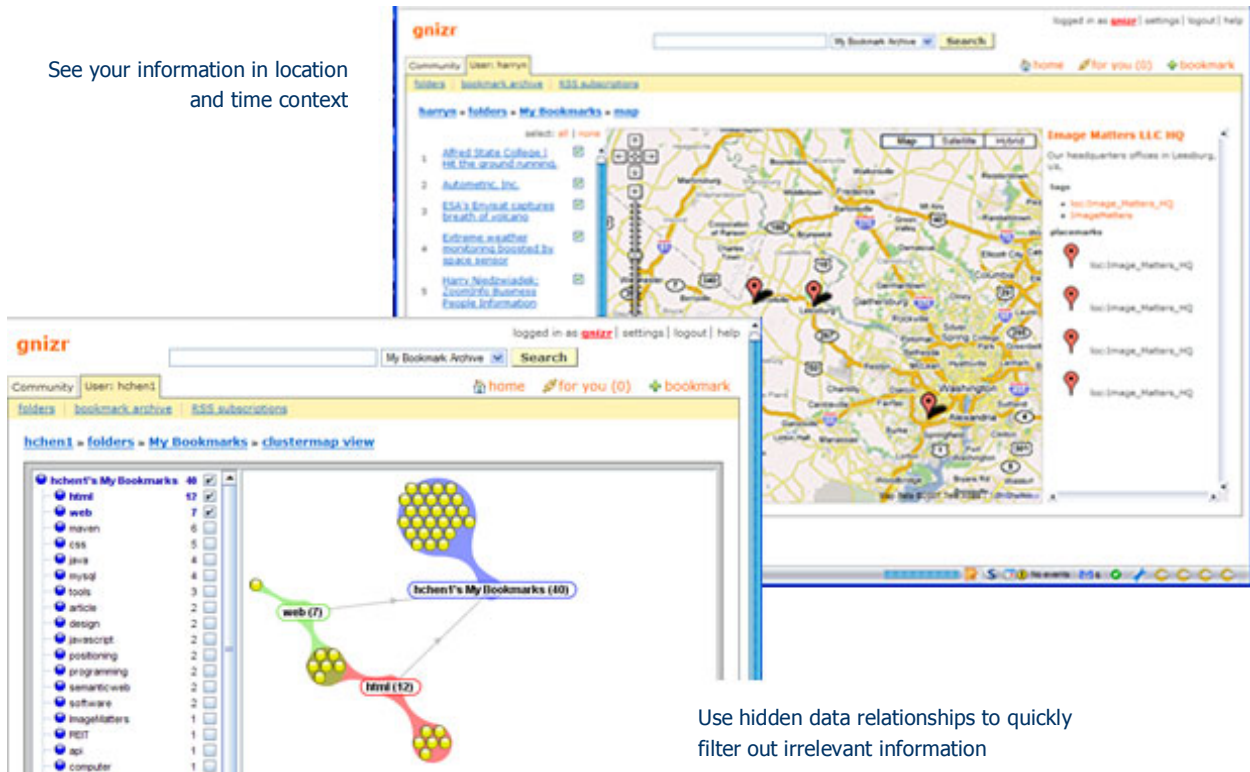


The screenshot shows the gnizr web application interface. At the top, there is a search bar and a dropdown menu for "My Bookmark Archive". Below this, the user's profile "User: hchen1" is visible. The main content area displays a list of bookmarks under the heading "hchen1 » folders » My Bookmarks". The list includes three items: "JAutodoc - Eclipse Plugin", "How to create a new Maven project with archetype plug-in", and "InterfaceLIFT: High-Resolution Widescreen Wallpaper (by date)". Each item has a "save" button and a brief description. The interface also shows navigation links like "previous", "next", and "page 1 of 5".

Search, tag, share... as easy as 1, 2, 3

organizer
get organized

See your information in location and time context



Use hidden data relationships to quickly filter out irrelevant information

Features

- ❖ Search and tag information based upon location, time, and semantic criteria
- ❖ Perform *ad hoc* location-based search on information that lacks explicit location data
- ❖ Visualize search results as location-based information on maps
- ❖ Quickly group related items by visualizing search results as *clusters* that are related through their meanings
- ❖ Organize your domain tags in folders
- ❖ Rapidly find relevant information by dynamically creating a timeline view of search results
- ❖ Take tagging to the next level by automatically adding *sense* and hierarchy to tags
- ❖ Find information that shares similar, same, or neighboring events, people, or places
- ❖ When integrated with *knowledgeSmarts*, **gnizr** is the definitive tool for combining information to create new insights and market intelligence.

Benefits

- ❖ Empowers enterprise users with shared knowledge
- ❖ Leverages group wisdom through collaborative, emergent enterprise knowledge
- ❖ Facilitates linkages and information flows between enterprise users
- ❖ Greatly improves the effectiveness of the search process by yielding more relevant information
- ❖ Greatly enhances understanding of information and information relationships through powerful visualization tools
- ❖ Empowers corporate users to easily create and share value-add knowledge about corporate information resources, adding a priceless layer of knowledge to the corporate knowledgebase
- ❖ Expands the scope of global corporate knowledgebase through an extensible framework for quickly adding new information sources.

Use **gnizr** to build upon, organize, and leverage the full power of your enterprise knowledge!