



**Powerset**  
NATURAL LANGUAGE SEARCH

Contact Information Julie Crabill (agency)  
SHIFT Communications  
408.219.5617  
[jcrabill@shiftcomm.com](mailto:jcrabill@shiftcomm.com)  
[www.shiftcomm.com](http://www.shiftcomm.com)

Scott Prevost (spokesperson)  
Powerset Director of Product  
[prevost@powerset.com](mailto:prevost@powerset.com)

### ***Powerset launches Powerlabs at TechCrunch40***

Powerset Labs Community Specifically Designed to Help Build a Next-Generation  
Natural Language Search Engine  
September 17, 2007

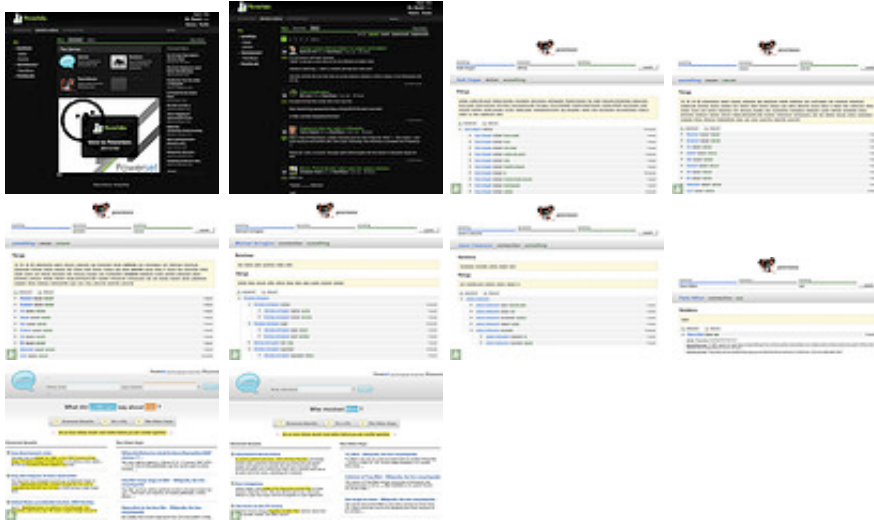
#### News Facts

- Powerset, the natural language search company, today announced that it is rolling out its Powerlabs community to the public.
- Powerset is building a consumer search engine based on breakthrough natural language processing technology licensed from PARC and developed internally. The search engine aims to leverage the structure and nuances of natural language to ultimately transform the way humans interact with computers.
- Powerset's natural language technology reads every sentence in each web page and extracts the meaning of these sentences to build a semantic index of facts. This is totally different from the kind of index used in today's search engines.
- Powerlabs is a community designed to give users an opportunity to provide input and give feedback on Powerset's technology. Contributions from the Powerlabs community will help shape Powerset, a next-generation natural language search engine, which will be launched sometime in 2008
- Powerset also announced two technology demonstrations – Use Cases and Powermouse - within Powerlabs which will allow users to interact with the company's natural language technology.
  - Use Cases shows how a natural language query can exploit Powerset's index. Each of the dozens of Use Cases illustrates how a natural language index can return results that a keyword index cannot. After a query is run, users will be able to tell Powerset which of the results are good and which are not. Users can also vote on which results are better: the Powerset results

or the keyword results on the right. All of this feedback will be used to make Powerset better.

- Powermouse is a window into Powerset's natural language index. When users enter a query into Powermouse, they're able to browse the "facts" stored in the index. In addition to showing off the power of Powerset's index, Powermouse also shows the different types of interfaces that are possible with a natural language index.

## Multimedia Elements



Please use this link to access the [Powerset blog](#)  
 Please use this link to sign up for access to [Powerset Labs](#)  
[Subscribe](#)

Quotes, attributable to Powerset executives:

- "Natural language is the inevitable destiny of search," said [Barney Pell](#), CEO and co-Founder of Powerset.
- "Search today is like talking to a toddler. You are delighted it can understand anything but you can't wait for it to grow up so you can have a richer conversation," said [Barney Pell](#), CEO and co-Founder of Powerset.
- "As Powerset is creating a whole new kind of search index, we're still finding out what the possibilities are. We expect the Powerlabs community to explore and discover things that we haven't thought of ourselves," said [Lorenzo Thione](#), Product Architect and co-Founder of Powerset.
- "People who actively participate in the Powerlabs community will have a direct hand in shaping the future of search," said [Steve Newcomb](#), COO and co-Founder of Powerset.
- "After years of internal development, Powerset is excited to finally open our technology to outside users. The Powerlabs community will be key to helping us complete our product and bring it out to the world," said [Steve Newcomb](#), COO and co-Founder of Powerset.

Please contact [Julie Crabill](#) to arrange an interview and/or for additional quotes.

## About Powerset

Powerset is building a consumer search engine based on breakthrough natural language processing technology licensed from PARC and developed internally. Unlike other search engines that index keywords, Powerset does a deep linguistic analysis on every sentence it reads. Powerset extracts and indexes facts about every sentence in every page, making its index the first truly robust semantic index of the web. Powerset will offer a transformative search experience, with better, more relevant results. Powerlabs is an online community that will contribute to the development of Powerset and allow the company a direct line of communication with consumers to better understand the potential, possibilities, and challenges of building a large-scale search engine. For more information, [visit www.powerset.com](http://www.powerset.com) or <http://labs.powerset.com>.

 [9 blog reactions](#)

---

[About Powerset](#) | [Blog](#) | [News](#) | [Team](#) | [Careers](#) | [Contact](#)

© 2008 - Powerset Inc. - All rights reserved.