



Webzzle Extends Google & Wikipedia with the “1-Click Web Explorer”

PALO ALTO, Calif and PARIS, France -- June 12, 2008 -- Webzzle announced today that it has released a new Firefox add-on to extend the use of Google and Wikipedia. Now, Webzzle enables the users to explore the real-time knowledge Web in 1-Click and get Webzzle & Wikipedia real-time quality results followed by enhanced Google results.

The knowledge Web explorer now returns real-time results. As soon as a contributor saves a Web page in Webzzle using Wikipedia concepts, the knowledge representation of the Web page and the one of the Webzzle user are updated. The Relative Energy levels are recalculated. Thus, the quality of the results is constantly increasing.

The algorithms to find enhanced Google results have been improved. Now, when a user explores by clicking the 1-Click Explore button, Webzzle dynamically extracts the knowledge representation of the Web resource to explore, transform it and pass it to Google Ajax Search API. Webzzle also presents the Google snippets as well as the Webzzle Explore, Discover & Save features to help the users browse the results.

Firefox add-on upgrade. The 1.1 version is language oriented. The English version can be installed, as well as the french version so far. The add-on is compatible with Firefox 3.5.

<https://addons.mozilla.org/en-US/firefox/addon/9929>

Webzzle offers publisher tools. The tools aim at enabling the publishers to benefit from the “Explore to know more” feature on their Web site / Blog / Application. On one hand, this feature can help Wikipedia editors to enrich the content they wrote in Wikipedia by enabling new editors to come and bring more knowledge. It can also bring high quality external links to a Wikipedia page. On another hand, it can help all Webmasters drive engaged users to their Web pages and increase quality traffic.

http://www.webzzle.com/intl/en/publisher_tools.html

Webzzle brings a personalized search and explore experience. When logged in Webzzle, the user can select its preferred Wikipedia concepts in the organizer. The list of preferred concepts will also appear in the search interface in order to speed the search through Webzzle and Google, without typing anything. It is also possible to conduct a search from the organizer.

About Webzzle & General Internet (GI)

Webzzle's mission is to enable users to explore and organize the knowledge Web.

Webzzle is the result of 10 years of hard work, passion & innovation (3 international patents) by a handful of engineers. Webzzle is a product of General Internet Company (GI). GI is a Web Science & Technology company seeking to enhance knowledge, invent new solutions to help people solve their problems. GI is committed to users' benefit, technology and new revenue sharing mechanisms. GI revenues are used to offer grants to services like Wikipedia, open source projects like Mozilla, GlassFish and associations regarding education (like “Monde Sans Frontières” in Paris) and mental diseases (like “L'Oasis” for children in Paris).