

## 2006 RESCUE Next Generation Search Series

# The Web You Trust: The Next Generation of Vertical Search



**Dr. Claude Vogel and Mr. Paul Gardner**

### **Convera**

Dr. Claude Vogel is Convera's Chief Technology Officer. In this role, he is broadening the core indexing, categorization and dynamic classification capabilities of Convera's search, retrieval and categorization technology. Prior to joining Convera, Dr. Vogel was the founder and former Chief Technology Officer of Semio Corporation. He has a background in Anthropology, Semiotics and Artificial Intelligence. Dr. Vogel engages in ongoing research and has published more than 70 pieces, including nine books on the subjects of software engineering, cognitive design, social organizations, and semiotics.

Paul Gardner has a B.S. in Applied Mathematics from the University of Rochester. He has spent the past 19 years producing commercial software for visual pattern recognition and search, and has more recently overseen the design of Convera's Excalibur web search engine and developed its distributed filesystem and large-scale crawler.

**Wednesday, April 12, 2006**

**Refreshments at 9:15 am; talk begins at 9:30 am**

**Calit2 Room 3008**

**Sponsored by Professor Ramesh Jain**

*Professional search, whether it is research, analysis or open discovery, is an important trend of web search. Current search engines provide horizontal access to multiple sources, but the burden of sorting out these sources remains a concern. Transforming the web in an "authoritative web" is an interesting way to solve these issues: Semantic indexing provides a semantic signature for web documents which can be verticalized to fit with a specific professional perspective. Additional mining tools leverage this semantic added value and provide an even more rewarding search experience.*

Dr. Claude Vogel, CTO of Convera, will explain how this new search technology works. Paul Gardner, who supervised most of the technical solution, will present the architecture and the key innovations.