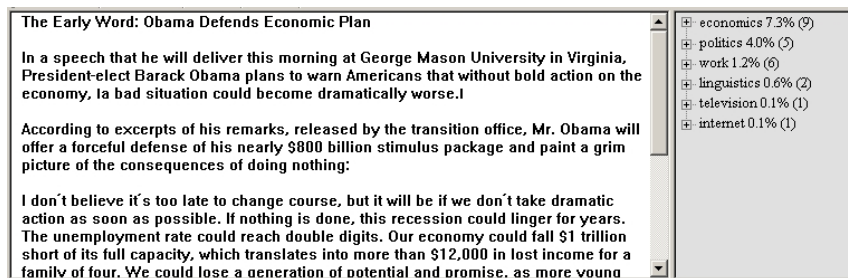


COGITO® Categorizer COGITO® Discover

The functions provided by Cogito Categorizer and Cogito Discover enrich documents, CMS and web pages with semantic information and metadata, to make the contents fully accessible, manageable and interoperable.

Cogito Categorizer automatically classifies large volumes of documents based on the main topic and other customizable criteria. It assigns with precision and to any kind of text, one or more categories depending on the content, thus enabling knowledge workers a more effective way to retrieve relevant information.

Cogito Discover automatically identifies in the documents, the most relevant concepts, events and other specific information (people, companies, places, amounts, addresses etc.), and extracts the most important data included in the document. It automatically tags the documents, normalizing the data and generating the metadata map, to streamline access to the available information.



The Early Word: Obama Defends Economic Plan

In a speech that he will deliver this morning at George Mason University in Virginia, President-elect Barack Obama plans to warn Americans that without bold action on the economy, a bad situation could become dramatically worse.

According to excerpts of his remarks, released by the transition office, Mr. Obama will offer a forceful defense of his nearly \$800 billion stimulus package and paint a grim picture of the consequences of doing nothing:

I don't believe it's too late to change course, but it will be if we don't take dramatic action as soon as possible. If nothing is done, this recession could linger for years. The unemployment rate could reach double digits. Our economy could fall \$1 trillion short of its full capacity, which translates into more than \$12,000 in lost income for a family of four. We could lose a generation of potential and promise. as more young

- economics 7.3% (9)
- politics 4.0% (5)
- work 1.2% (6)
- linguistics 0.6% (2)
- television 0.1% (1)
- internet 0.1% (1)

The right window above lists the main subjects identified in the analyzed article on the economic plan announced by Obama: economics, politics, work etc.

Benefits

Cogito Categorizer and Cogito Discover

- reduce the search time and simplify the access to any content;
- enable a more effective management of information, making it automatic and based on objective criteria;
- identify useful information immediately and retrieve data that traditional technologies cannot extract.

The exponential increase of information available inside the company and on the web has made knowledge management activities increasingly difficult and ineffective.

The issue is evident to any company dealing with a large collection of intellectual capital and unlimited web resources, but also more simply to each individual when, for example, we need to find an old email message.

In order to extract value from the documents available, we need tools able to understand quickly what the texts are about and what data they contain.

Semantics is the only technology which, by understanding the correct meaning of each word, is able to find in a sea of documents only that which is relevant, and only when it is necessary.

COGITO®

Main functionalities of Cogito Categorizer and Cogito Discover

Automatic classification of documents

By way of the automatic semantic analysis of the content, Cogito Categorizer identifies the main topics of each document and assigns the document to one or more categories according to the reference taxonomy predefined by the customer.

Extraction of data

Cogito Discover automatically extracts the entities from any kind of text based on their semantic relevancy (people, places, events etc.)

Automatic tagging

The semantic analysis of contents enables also the automatic generation of the metadata map, facilitating a simpler retrieval in the next phase of search.

Customizable taxonomy

The category tree can be customized in a dynamic way according to the needs of the customer, even with taxonomies including thousands of specific categories.

Customizable extraction of entities and events

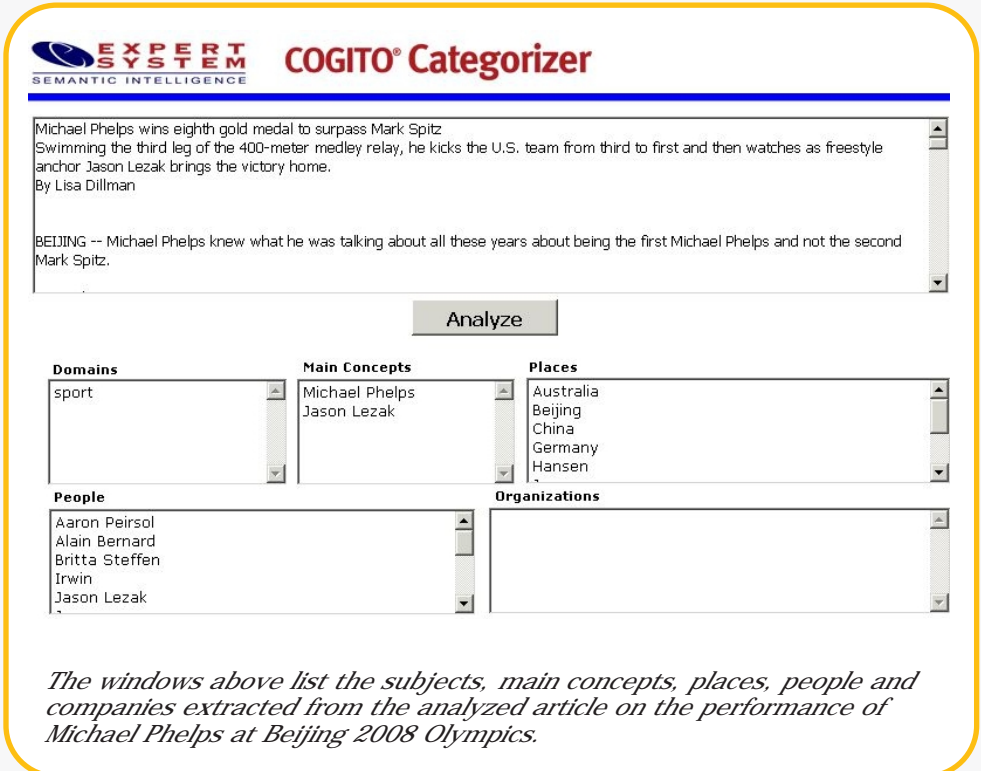
The flexibility offered by the linguistic rules editor, enables the customer to define with great precision the criteria to extract entities.

Normalization

Cogito Discover identifies and normalizes – that is to say, recognizes different expressions with the same meaning – not only standard data (dates, prices) but also non-numeric information (acronyms, names...). The system, for example, understands that the expressions “ONU General Secretary”, “Secretary-General of the United Nations”, “Ban Ki-moon” refer to the same person.

Access

Cogito Discover and Cogito Categorizer are easily integrated in third-party applications as Web services. Moreover, API (Java, C++, .Net, etc) are available for customers with specific needs.



EXPERT SYSTEM SEMANTIC INTELLIGENCE **COGITO® Categorizer**

Michael Phelps wins eighth gold medal to surpass Mark Spitz
Swimming the third leg of the 400-meter medley relay, he kicks the U.S. team from third to first and then watches as freestyle anchor Jason Lezak brings the victory home.
By Lisa Dillman

BEIJING -- Michael Phelps knew what he was talking about all these years about being the first Michael Phelps and not the second Mark Spitz.

Analyze

Domains	Main Concepts	Places
sport	Michael Phelps Jason Lezak	Australia Beijing China Germany Hansen

People	Organizations
Aaron Peirsol Alain Bernard Britta Steffen Irwin Jason Lezak	

The windows above list the subjects, main concepts, places, people and companies extracted from the analyzed article on the performance of Michael Phelps at Beijing 2008 Olympics.

Expert System

Expert System is the leading provider of semantic software, which discovers, classifies and interprets text information.

All Expert System products, which are based on the patent pending technology Cogito®, leverage the company's expertise in the development of business solutions for the primary markets (i.e. Manufacturing, Telco, Energy, Finance, Media, etc.) and support the activities of Knowledge Management, Customer Care, Corporate Intelligence and Homeland Security. Customers around the world include Eni Group, Pirelli, Finmeccanica, ANSA, Telecom Italia, Microsoft, BNP Paribas, the Italian Ministry of Defence and the Ministry of Interior Affairs. Headquartered in Italy the company opened the US Subsidiary in 2007 and has offices in Munich, London and in the San Francisco Bay Area.

www.expertsystem.net
info@expertsystem.net

