

Press Release, September 7th 2008

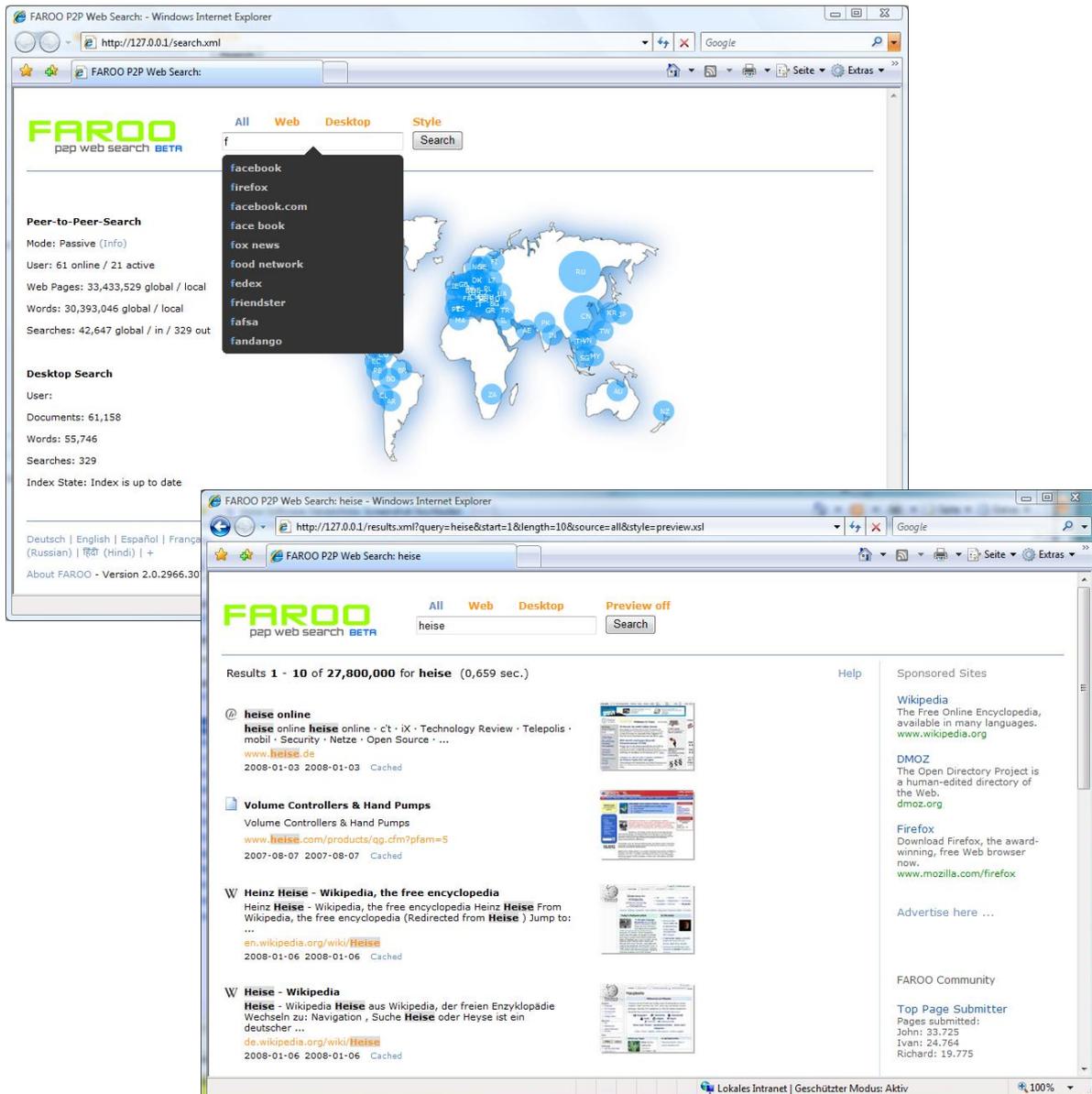


FAROO presents Peer-to-peer-Web Search at the TechCrunch50 conference.

FAROO is a new web search engine based on peer-to-peer technology.

The users are connecting their computers, building a worldwide, distributed p2p web search engine. No centralized index and crawler are required anymore. Every web page visited is automatically included in the distributed index of the search engine.

FAROO is using an attention based Ranking. The ranking of search results is based on a distributed usage statistics of the web pages visited by FAROO users. Pages which users pay a high attention to are ranked better.



Peer-to peer Architecture

This is the first time since the introduction of search engines that the core architecture is completely different. By utilizing unused computer resources of our users, we don't need any hardware at all. It means savings of at least a billion dollar a year for a global scale search engine.

Technological USP

Until now there was no peer-to-peer web search that could be a serious alternative to the current legacy search engines. FAROO's radical new distributed index structure allows answering queries with multiple keywords very fast. This is very important because only 15 % are single keyword searches.

Ranking

FAROO's attention based ranking leads to a more democratic, user centric ranking, while resistant against rank manipulation. For the first time the ranking of the web pages is automatically done by the target audience itself.

Privacy

FAROO provides both: Personalisation and privacy. Personalization is done client side. No personal data is leaving the personal computer at any time. There are no search log files. Search queries and the distributed index are encrypted, providing censorship resistance.

Social Search

FAROO's peer-to-peer web search is currently extended by social network functions. Thus the previously unused potential of combining the two most important Internet megatrends web search and social networks can be leveraged.

Business Model

The business model is based on pay per click contextual search advertising. FAROO uses privacy-protected behavioural targeting to increase conversion rates.

In 2007 FAROO was selected as one of the 40 presenters at the prestigious TechCrunch40 conference in San Francisco out of more than 700 applications from 26 different countries.

Since then, we significantly strengthened our team and enhanced the product with a new active, community directed crawler, the integration of third party search providers, an API and improved support for non-latin languages to be prepared for the emerging markets.

This year we are looking forward to meet you again at the Alumni Hall of the TechCrunch50 conference at the San Francisco Design Center Concourse, in September 8-10.

FAROO is freely available for download at www.faroo.com. All who are looking for an alternative to the increasing concentration in the search market are invited to assure themselves of the potential of the peer-to-peer technology. To get a first impression without installation try our online demo: <http://demo.faroo.com>

Contact

Gosia Garbe +49(0)2104390189
press@faroo.com www.faroo.com