

Press Release, May 17th 2007



FAROO reveals new Peer-to-peer-Web Search at TechCrunch40 Conference.

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.

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.

#### ***Core 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 at least a billion dollar a year for a global scale search engine.

#### ***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.

#### ***Business Model***

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

#### ***Revenue Sharing***

We are building our search engine together. Our users are providing infrastructure, and ranking, we provide technology. Therefore we are sharing revenues up to fifty percents with our users. It's fair!

#### ***Charity***

Our users can donate their revenue share for different charity organisations. They may join their forces not only for better search, but also for helping other people.

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