

Semantic Search

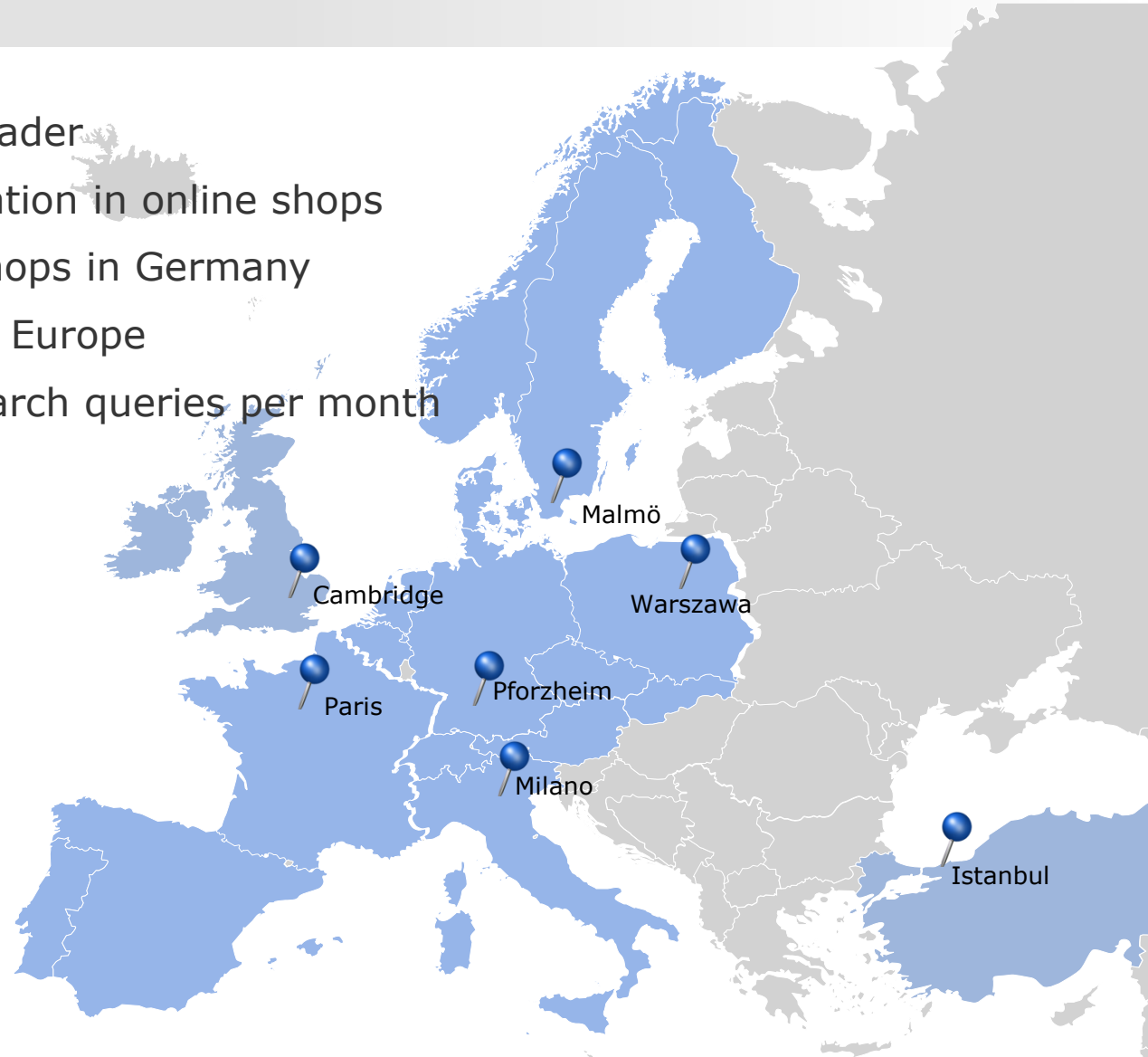


Carsten Kraus

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Facts about FACT-Finder

- European market leader for Search & Navigation in online shops
- 43 of Top100 webshops in Germany
- >1500 webshops in Europe
- Over 200 Million search queries per month



Semantic Search



what's the difference?



بلندگو

از ویکی‌پدیا، دانشنامهٔ آزاد

بلندگو به گونه‌ای دستگاه مبدل انرژی گفته می‌شود که انرژی الکتریکی را به صدا تبدیل می‌کند. واژه بلندگو ممکن است تنها به یک ترانسدیوسر (که به آن درایور گویند) و یا به سیستمی شامل چندین درایور و همچنین دیگر قطعات الکترونیکی

Experiment 2

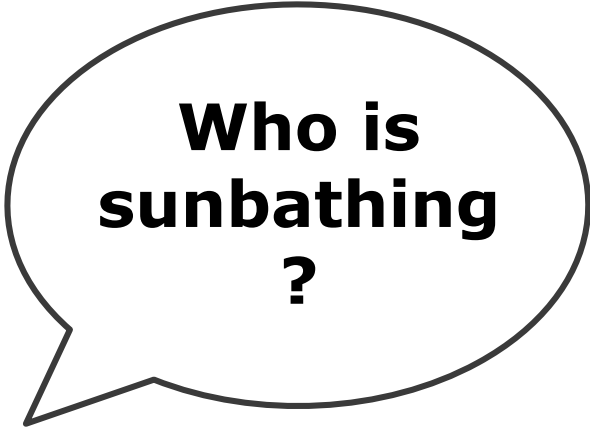


**Escape
vehicle?**

...who are commonly referred to as „the pink panthers“ – because of their robberies to jewelry stores in glamorous and exposed places such as in the legendary movie. In Saint-Tropez, they walked into a jewelry store dressed in flowered shirts, brandished their weapons, stole the most expensive, and rushed away in an open Ferrari. According to the investigators, ...

**“understand and respond”
rather than “find words”**

Humans know so much...



**Who is
sunbathing
?**

Anne is at home

Ben is at work

Cindy is at Cala Millor

Dan is at his limit

Edward is at least 1m90

This is what we built



Travel search in customers own words **requires** understanding:

- „Christmas“ means: 24. to 26. Dezember
- „beach“ means: warm enough for swimming, shallow sandy beach (for toddler)
- „1 week“ means: ~7 days, between 19.Dec und 31.Dec
- „with our daughter“ means: probably 2 adults
- „little daughter“ could mean: family room, cot bed, child friendly hotel, childcare or babysitter available, childrens pool, sandy beach, ...

A video of a longer speech on the topic I held...

- ...can be found here: <https://www.youtube.com/watch?v=vSWLafBdHus>



Your Questions?

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