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NEXT-GENERATION SEARCH & DISCOVERY ENGINE RAPIDLY AND DEEPLY INTERCONNECTS KNOWLEDGE ACROSS SCIENCE, MEDICINE, LAW & FINANCE

Omnity - Called "Innovative" and "Groundbreaking" by National Science Foundation - Transforms Research & Development Strategy with Powerful New Search Platform

Las Vegas, NV -- CES -- January 5, 2016 – Omnity (www.omnity.io) today announced the availability of a next-generation semantic search and discovery tool, after four years in stealth development. Omnity represents a fundamental advance in discovery technology, and is designed to enable knowledge workers in a wide range of fields to discover otherwise hidden patterns of interconnection within and between fields as diverse as science, finance, law, engineering, and medicine. Discovering connections between diverse knowledge domains reveals unique insights that sharpen focus and drive innovation to solve the world's most pressing problems.

"The Omnity product highlights several unusual features," said Brian Sager, Omnity co-founder and CEO. "First, Omnity allows users to use entire documents as a search query, eliminating the need to select arbitrary keywords for a search. Second, documents are interconnected based on the content within their text, not based on links or citations. In this manner documents with related content can be found even if they do not directly cite or link to one another. Third, this form of document interconnection takes place rapidly and on a massive scale, significantly augmenting user efficiency even in an ever-growing sea of big data. For example, a single person reading and pair-wise interconnecting a relatively small set of 100,000 documents would take nearly 10,000 years. Omnity can perform this function in a fraction of a second, which represents a trillion-fold acceleration," said Sager.

"Omnity is a major leap forward for those looking not just for a list of documents, but for the interconnectedness between documents that provide real insights," said Dan Jurafsky, a member of Omnity's advisory board and chair of Stanford University's Department of Linguistics.

While present day search technologies focus on using keywords to find documents connected through links, Omnity uses proprietary semantic landscaping technology and intuitive graphical visualizations to unmask hidden patterns within and between fields of knowledge that are otherwise invisible using key-word search tools.

Existing enterprise search and discovery tools require costly consulting-services. In contrast, Omnity is highly intuitive and easy to use, with no advertising, and offers a free version to the public. Detailed corporate pricing on an advanced version with enhanced features and additional content will be announced soon.

Omnity has been the recipient of multiple National Science Foundation grants that proved the core proposition of the technology, and has secured an undisclosed amount of additional private equity funding. The company has attracted several renowned leaders in their fields as advisors, including:

- Dan Jurafsky, MacArthur Fellow and Professor of Linguistics and Computer Science at Stanford University.

- Kary Mullis, winner of the Nobel Prize in Chemistry in 1993
- Mason Porter, Professor of Nonlinear and Complex Systems at the Oxford University Centre for Industrial and Applied Mathematics.
- Robert Stoll, a former commissioner of the US Patent Office.

In a world of overflowing and ever growing big data, Omnity is designed to support efficient discovery for knowledge workers who often do not have the time to stay current in their own fields, much less explore other fields. Example applications by industry include:

New Product Development. Scientists and engineers developing or repurposing a technology can use Omnity to reveal otherwise hidden connections between related work and uncover unexpectedly relevant technological approaches in related patents and technical papers.

Law. Attorneys faced with reviewing tens of thousands or even millions of pages of material can use Omnity to rapidly analyzed documents and develop a central thesis for a legal case and immediately find the most relevant supporting evidence from amongst all documents, as well as related case law.

Finance. Executives conducting financial deal diligence, such as that for mergers and acquisitions, can use Omnity to analyze markets, businesses, and deals. For example, querying an entire business plan in Omnity can uncover resources such as potential employees, advisors, strategic partners and target customers, reference content such as patents and technical papers, as well as identify potential competitors to a new product or service.

Education. Students can use Omnity to develop research papers. With a topic in mind, querying the thesis of the paper within Omnity will reveal related reference materials, as well as other papers and content to support the student's paper. Teachers can also use Omnity, either for lesson planning or to identify copied content to detect plagiarism.

Journalism. Reporters can use Omnity to research a story in progress. Querying the text of their notes can reveal other articles, backstory material and identify potential sources to interview to validate aspects of the story. Editorial staff can use Omnity to perform fact checks on story.

About Omnity

Omnity is a next generation search and discovery tool designed to enable knowledge workers to discover otherwise hidden patterns of interconnectedness within and between fields of knowledge to reveal unique insights that sharpen focus and drive innovation. Omnity CEO and Co-Founder Brian Sager is a serial entrepreneur who holds a Ph.D. in Biochemistry from Stanford University, was a Whitney Fellow at Harvard and MIT, and has more than 120 patents issued or pending. More information about Omnity can be found at www.omnity.io

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