

FOR IMMEDIATE RELEASE

FOR FURTHER INFORMATION:

Tom Gates  
1.256.704.7063  
tom.gates@sirsidynix.com

## SirsiDynix and Brainware Form OEM Partnership for Next-Generation Faceted Search Solutions

**Fuzzy search, seamless ILS/OPAC integration, customizable templates planned**

**PITTSBURGH, November 7, 2007** – SirsiDynix, the global leader in strategic technology solutions for libraries, announced an original equipment manufacturer (OEM) partnership with Brainware Inc., whose advanced context-based enterprise search technology will be incorporated into SirsiDynix's next-generation search solutions. Brainware technology will provide innovative fuzzy search, fuzzy logic, dynamic categorization and other capabilities that will empower information seekers to discover more content from more sources — including libraries' own catalogs, Z39.50 sources, subscription resources, digital collections, crawled Web content, subscription content and social networking data — than ever before. Also central features of the new SirsiDynix search products will be seamless integration with SirsiDynix integrated library system (ILS) and online public access catalog (OPAC) products, customizable interface look-and-feel templates, single- and multi-byte character support and support on local servers or via SirsiDynix's software-as-a-service (SaaS) hosted operations.

From these development efforts, SirsiDynix will build the foundation for a range of "user experience" solutions, including next-generation OPAC functionality and support for community/social networking such as user reviews, rankings and tagging. The first release of SirsiDynix's next-generation search solutions is slated for summer 2008. This announcement was made today during the opening session of the 18<sup>th</sup> annual conference of CODI, the international Horizon and Dynix users' group.

"In a world of information that is so deep and so broad, nothing is more challenging to information seekers than searching for the information they need," said Gary Rautenstrauch, SirsiDynix CEO. "At the same time, one of libraries' greatest challenges is making their resources discoverable to those information seekers. That's why powerful search capabilities are at the heart of what libraries need today for serving their users.

"That's also why our OEM partnership with Brainware is so exciting," said Rautenstrauch. "As a leading search technology provider to public and private organizations worldwide, Brainware will support SirsiDynix in bringing a range of new search capabilities to the worldwide library community."

Features of SirsiDynix's powerful new search solutions will include:

- **Fuzzy, phrase, sentence, paragraph, keyword and exact search capabilities:** Powerful new search capabilities that deliver correct results for information seekers without requiring exact matches of search terms; also offers confidence ratings for returned results of a query, with exact matches given highest ratings

- **Fuzzy logic:** Search logic that helps information seekers avoid limitations of search results due to simple misspellings of queries, plus helps searchers discover additional “did you mean?” results
- **Categorization engine:** Going beyond faceted search, new search solutions will query sources external to the library (Wikipedia, for example) to build relationships between MARC data and common terms not in MARC data but used by information seekers
- **Ability to search range of data sources and formats:** Search myriad data sources in 250+ formats, including MARC records, Z39.50 sources, subscription content, community/social networking data (for example, user tags and reviews), tables of contents, book reviews, digital collections, crawled Web content, and more
- **Stateful, URL-based searching:** Enables information seekers to build “saved searches” and supports creation of external links
- **Full-text document searching:** Ability to search full texts of documents, serving as search engines for libraries’ growing digital collections
- **Seamless integration with SirsiDynix integrated library systems and OPACs:** Direct interface to SirsiDynix Symphony, Horizon and Unicorn to push MARC record updates from the ILS to ensure highest-performance indexing of relevant MARC and non-MARC data types
- **Look and feel flexibility:** CSS templates offer the look and feel of SirsiDynix public interface products (HIP 3.x, iBistro/iLink and Enterprise Portal Solution), making it easy for current customers to add new search solutions to existing public interfaces with minimal disruption to library users; an administrative interface will make it possible for sites to design their own customized templates
- **Single- and multi-byte character support:** For libraries with records in a range of languages and whose users search in a range of languages
- **Support on local servers or via SaaS/ASP hosted solution:** New search solutions available on sites’ local servers or via SirsiDynix’s world-class SaaS/ASP hosted operations, through which SirsiDynix manages all hardware and software support, maintenance, and upgrades — leaving libraries to focus on providing outstanding user experiences for information seekers

“Think about an individual seeking information from a library catalog on a popular topic like, say, 401(k) retirement plans, “ explains Talin Bingham, SirsiDynix chief technology officer. “Today, that search is limited by the reality that the library’s MARC data probably does not include the term ‘401(k).’ So how does the person get to 401(k) information available in the library catalog?” asks Bingham. “With Brainware’s powerful categorization engine, the information seeker could enter the term “401(k)” in SirsiDynix’s next-generation search solution and retrieve library holdings related to retirement planning, which is likely to contain information on 401(k)s.”

“We are proud to partner with SirsiDynix to provide libraries and their users with state-of-the-art search technology that delivers a truly unique ‘user experience,’” said Carl Mergele, Brainware CEO. “By expanding on keyword searching with Brainware’s fuzzy logic and faceted search capabilities, SirsiDynix will continue to facilitate advanced knowledge sharing and discovery — empowering people to discover the quality information and resources they are looking for, without the limitations of traditional search capabilities.”

**About SirsiDynix**

SirsiDynix is the global leader in strategic technology solutions for libraries – vital institutions whose primary mission is to make sense of the vast world of information for people and communities. This is an exciting role as libraries assist people in discovering and using knowledge, resources and other valuable content for their educations, jobs and entertainment. In concert with key industry partners, SirsiDynix supports this strategic role for libraries by offering a comprehensive integrated suite of technology solutions for improving the internal productivity of libraries and enhancing their capabilities for meeting the needs of people and communities. SirsiDynix has approximately 4,000 library and consortia clients, serving more than 300 million people through more than 20,000 library outlets in the Americas, Europe, Africa, the Middle East and Asia-Pacific. For more information, please see [www.sirsidynix.com](http://www.sirsidynix.com).

**About Brainware**

Brainware Inc. is a world leader in advanced context-based enterprise search technology. Brainware develops powerful, state-of-the-art solutions for searching, retrieving, organizing, and sharing information by searching text and/or metadata, supporting the use of simple, natural language and keyword queries. Innovative “fuzzy” search, “fuzzy” logic, and categorization capabilities empower information seekers to discover more content from more sources than ever before. From its offices in North America, U.K., Germany and Switzerland, Brainware serves a range of customers including special libraries, government agencies and corporations worldwide.

© 2007 SirsiDynix. All rights reserved. SirsiDynix and the SirsiDynix logo are registered trademarks of SirsiDynix or its subsidiaries in the United States and in other countries. Other brands and product names are trademarks of their respective owners.