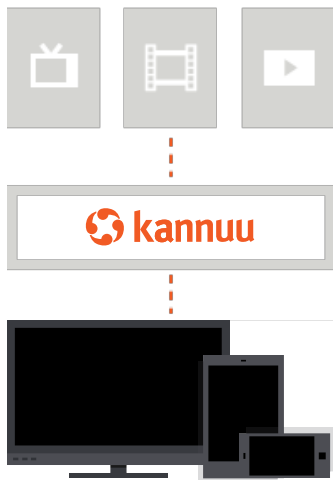


# Search

Kannuu's search engine with K-Nav™ technology has been designed from the ground up for blistering performance and a uniquely intuitive experience, working across extremely large datasets to index content in milliseconds and connect users with what they want faster than any other comparable system.



## Integrated Searching

Search across any metadata field and any content source to find any content. The search engine has a flexible API that allows for straightforward adaptation to multiple product needs, data types and platforms. Kannuu are leading discovery technology providers to the connected TV industry. We deliver integrated search results across linear EPG content, VoD and SVoD catalog, local content, video from the web and any other content source.

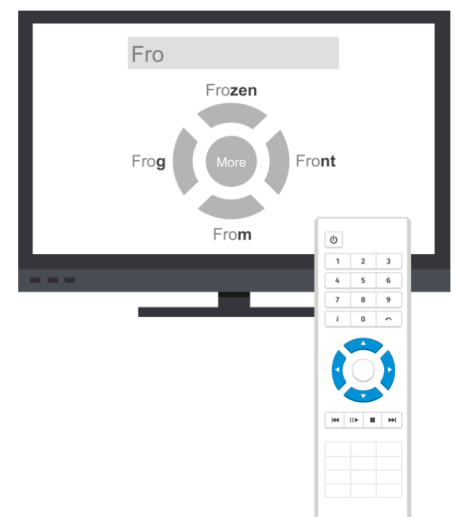
There are also myriad additional applications for our search service including smartwatch and retail catalogues.

## K-Nav™ Predictive Technology

At the core of Kannuu Search intellectual property is our patented, predictive and auto-complete search methodology, K-Nav™. Kannuu has a portfolio of some 28 patents in 4 families of intellectual property surrounding several key aspects of the product.

K-Nav™ delivers a step-change in the speed and ease of use of search on TV and in a variety of contexts, offering a swift, efficient and effective means of navigating to the results you are looking for with a minimum of input.

Unlike traditional word completion, K-Nav™ does not attempt to always complete a word but to provide to the user a much shorter list of options that are partial continuations of the word, or other characters. This dramatically reduces the key-presses required to enter a search term, enabling any word, title or person available in the content library to be found in just a second or two.



## Personalized Search Results

K-Nav™ is supported by advanced auto-suggest algorithms that effectively prioritize search results. Not simply ranked alphabetically, the suggestive algorithms ensure that results for the likeliest content matching any part of the entered search terms are prioritized to get users to content as fast as possible.

And what's more, user data can be easily indexed in the search to filter results that prioritized and organized down to the individual's level, bringing out the content that appeals to them and leaving behind the results that just get in the way.

### 'HEAD UP' INTERFACE

Kannuu search is especially effective when paired with one of our unique user interface widgets, designed so the user never takes their eyes off the screen.

## Totally Optimized

Rules and weightings of Kannuu Search are fully configurable to enable custom prioritization of any content kind or source.

Search results are configurable in every conceivable way with the adjustment of content weightings and any other data point possible in real time from the Management Console.

Business rules and any other content priorities can be set and changed at any time, for complete flexibility and continuous optimization.



## Proven Speed & Effectiveness

Together with our patented user interface widgets Kannuu Search is proven to be the fastest way to find content on a connected TV set, being up to 9x faster than traditional TV search.

Kannuu search engine technology has been proven through implementation with a number of key global market players, including Telstra, LG, Samsung, and Western Digital, operating within a real-time, cloud-based environment.

Kannuu also offers dramatic user experience benefits in the Smart-watch and other market sectors.

## SAAS or On-Premises

Kannuu Search can be delivered to any device on any network at any time, enabling full multi-platform service provisions.

Like all the technology from Kannuu, Search can be hosted and delivered from our telco-grade cloud Platform to provide a true 'plug & play' service.

Search can be implemented equally successfully in any client technology environment, offering complete flexibility.

