



## **LEIKI FOCUS USED BY NEW REAL ESTATE SERVICE**

### ***Real estate marketplace utilises Leiki's intelligent search and content personalisation technology***

**Helsinki, March 7<sup>th</sup> 2006** – Personalisation technology provided by Leiki is being used in the real estate sector for the first time with Finnish Igglo real estate marketplace. Using all available information about the listed apartments and houses, their location and neighborhood, Leiki's search function allows users to find a match with a natural language search description. For example, one could look for "a spacious loft with 3 bedrooms and an ocean view in the downtown area". In addition, an automatic "find similar" functionality shows apartments that are most similar to the one currently being looked at.

The search function is based on Leiki's core engine that enables natural language profiling and profile matching. The user's search phrase is profiled with an extensive ontology (a hierarchy of concepts) and the profile of the search phrase is matched with the profiles of the apartments and the best matching apartments are shown to the user.

"We're proud to be a key ingredient of the Igglo concept, and are excited to see people find the best place to live in without filling in complicated forms", said Dr. Petrus Pennanen, CEO of Leiki.

"Leiki's search engine suits extremely well with our goal of providing convenience to our customers", said Mikko Ranin, Managing Director of Igglo.

#### **About Igglo**

Igglo's goal is to produce an outstanding customer experience by innovative use of Internet and an efficient contact center, that rationalises the real estate sales process and gives Igglo a price advantage on the market.

#### **About Leiki**

Leiki Ltd provides software technology that automatically personalises content and community services. Leiki products are based on personalisation technology that automatically learns the user's preferences. Established in 2000, Leiki has offices in Helsinki and London. In 2005 Leiki was awarded a place in Red Herring's Top 100 European technology companies list.

[www.leiki.com](http://www.leiki.com)

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