



## **LEIKI LTD GRANTED TWO PATENTS ON ITS INVENTIONS IN PERSONALISATION TECHNOLOGY**

**Helsinki, January 9<sup>th</sup>, 2006** – **Leiki**, a Finnish mobile services developer, has been granted two patents that cover Leiki's innovations in its core personalisation technology. The patents were applied for in 2003. Leiki products are built around Leiki Targeting, which is a software engine for real-time learning, profiling and personalisation. Based on ontologies, the engine automatically creates comprehensive profiles of all the users and content in the system. The technology is multi-lingual and delivers personalised information from any underlying content database. It is the only technology available for adaptive personalisation via messaging interfaces (such as SMS and MMS), client-based implementations (Symbian and Java handset applications) and browser interfaces.

The idea behind the patented technology is that user interfaces can be automatically adapted to offer more personally interesting information and also adjusted according to the user's state of mind. The first patent covers the method for providing relevant information that best responds to the users' needs. The second patent describes the method for providing a user interface responsive to a mood of a user - when a user interface can adapt according to the user's mood, it will become more enjoyable to use.

"We are very content that Leiki have been awarded these patents. After a major investment of time and effort by our development team, we have created technology that simply makes services easier to use and more valuable to both the end-user and the service provider. The patents recognise the unique innovation and help to protect its IPR," says Dr. Petrus Pennanen, CEO and founder of Leiki.

### **About Leiki**

Leiki is a leading developer of intelligent web and mobile services that are easy to use and provide the most interesting content to each individual user. 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)

### **Contact for more information:**

Noora Staf, Export Manager

tel: +358 (0)201 556055

e-mail: [info@leiki.com](mailto:info@leiki.com)

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