



Leiki Focus for News - advanced news service for Symbian and Java phones

-))) The **intelligent** content application
-))) Automatically learns your interests
-))) Serves personal news
-))) **Saves time and effort**

Why Leiki Focus for News?

-))) Leiki Focus boosts **customer loyalty**
-))) Easy **analysis** of your customers' interest profiles
-))) Ideal for **multiple feeds** in one application
-))) **Personalised advertising** for additional marketing revenue



Illustration of a Reuters news service; the application can be branded according to the feed.



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Leiki - imperative form of the Finnish verb "leikkiä" which means "to participate in playful action". Leiki Ltd offers products for automatic content analysis and effortless service personalisation. With Leiki's learning services, getting what you want is child's play!

Leiki Focus for News

-))) Three categorisations of news:
 - Latest News** - 24-hour news service keeps the user up-to-date with the news they want to read about. The best matches to user profile are shown boldfaced.
 - Top News** - ranked by the content provider. The best matches to the user profile are shown boldfaced. Instead of Top News, a news **Index** can also be used.
 - My News** - personalised view compiled and updated automatically according to learned interests. Personally interesting items can be collected from several feeds.
-))) **Easy to use:** browse headlines by moving the joystick, open an article by clicking on the headline. Supports also high quality photographs and graphics.
-))) **Personalised ticker** that delivers the most interesting headlines. In the Symbian version the ticker can be integrated with the phone's operating system.
-))) **Intelligent search:** the software profiles the search phrase and finds the articles with best matching profiles. Single search for all feeds.
-))) **Integrated multiple interfaces:** user can read news in the web or use an SMS interface. All interfaces learn and instantly share the same profile.
-))) Includes several **privacy**-enhancing mechanisms. A thick client implementation where the user's profile is stored on the handset is also available.
-))) Personalised advertising: ads can be targeted to each user according to their individual interest profiles.



Who benefits from Leiki Focus for News?

-))) The end-users receive news services that personalise content by learning their interests, thus adding value with no additional effort. The more the services are used, the better they serve the customer. This increases customer loyalty and the service is used more frequently.
-))) The operators gain increased revenues from traffic and usage due to automatic personalisation that results in more interesting content and ease of use.
-))) As the service learns more about the users, so does the service provider. User profiles can be statistically analysed for valuable marketing information.
-))) The operator benefits from Leiki Focus by selling advertising space when the users are willing to receive advertisements. Advertisements can be sent to highly targeted segments with free-text targeting descriptions and they can appear in the ticker and headlines lists.

Technical information

-))) See the Leiki Targeting brochure for technical information about the core engine.

Server

-))) Pure Java, run-time edition 1.4 or higher preferred.
-))) Easily integratable via Java-API or HTTP-interface.
-))) Supports various content types (.xml, .txt, .doc, .ppt, .pdf).
-))) Compatible with most SQL databases.

Client

-))) Java MIDP version 1.0 & 2.0 and Symbian version 2.0.
-))) Supported terminals: Nokia Series40 and Symbian Series60, others on request.
-))) Application size examples:
Java S40 – 41 kb, S60 – 67 kb.
Symbian S60 – 34 kb.



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