



HeyStaks Technologies (www.heystaks.com)

The Web search market is driven by the need to find relevant information quickly and efficiently. The problem with today's search engines, such as Google, Yahoo! and Bing is that they offer a one-size-fits-all approach to search result selection and ranking, without regard for the differing needs of individual users.

Current search engines do not take into account the context of a user's search. They also fail to recognise that a friend or colleague of the searcher may have already done all the hard work by finding the required information. Until now there has been no effective solution which allows users who are searching on a common goal or shared interest to search in a collaborative fashion.

HeyStaks Technologies Ltd has developed a revolutionary social Web search platform which enables searchers to better organise and easily share the resources they find while searching and browsing the Web. HeyStaks' technology enables key collaboration and organisational features to be added as a layer on top of existing mainstream search engines so that users may benefit from social search enhancements without having to leave their favourite engine.

HeyStaks allows searchers to create '*search staks*' on any topic. These search staks are like folders that can be shared with others to create a community of searchers with a shared search interest. As stak members search and browse, they implicitly and explicitly add web pages and queries to the stak that are relevant to the stak topic. This valuable collective search knowledge can be reused to enhance the search experience of future searchers by inserting personalised result recommendations into the result lists of mainstream search engines.

HeyStaks is currently in beta release mode and intends to launch Version 1 of its technology in Q4 2009.

HeyStaks' patented technology was developed by company co-founders Dr Peter Briggs and Dr Maurice Coyle during their PhD research at University College Dublin's School of Computer Science and Informatics. Professor Barry Smyth, a leading UCD researcher in recommender systems, was their PhD supervisor and is the company's third co-founder. HeyStaks is a client company of NovaUCD, the Innovation and Technology Transfer Centre at the University.