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WiseWire Introduces Applications for Web Sites and Business

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Leading Intelligent Agent Technology Now Available for Easy, Low-Cost Integration with Intranets, Commercial Web Sites, and Online Publishing Sites

NEW YORK, WEB MARKET EAST, Sept. 16 /PRNewswire/ -- WiseWire Corporation today announced it is offering a service that integrates its smart filtering technology with corporate networks, promotional Web sites, and online publishers. WiseWire for Web Sites and WiseWire for Business were introduced at Red Herring's Web Market East, and turnkey applications will be available October 1.

This new service is WiseWire's second artificial intelligence application for the Internet. WiseWire introduced its first product and technology showcase, WiseWire.com, last April. WiseWire.com (www.wisewire.com) is a free consumer Web site that personalizes information from a broad variety of online sources on thousands of topics, or "Wires."

WiseWire enables a fine degree of personalization because it learns users' interests as they read and rate documents. WiseWire analyzes an individual's ratings, automatically builds a personal interest profile, and then searches the entire Internet to find relevant documents. Simultaneously, WiseWire builds online communities by comparing the ratings of like-minded users and recommending documents rated highly by one member to other members with similar interests.

"The response to WiseWire.com since we unveiled the service this spring is overwhelming," says Robert Frasca, vice president of product management for WiseWire. "Much of the interest has come from Web publishers, corporations, and non-profit organizations who immediately got it -- got the concept, got the value, and wanted a customized application for their own Web sites. We anticipated offering this service to remote sites," says Frasca, "and the demand encouraged us to get it to market faster."

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WiseWire for Web Sites easily integrates with existing sites and offers direct links to continuously updated, real-time information on topics specific to the Web site's mission. And because it is interactive, end-users contribute to the evolution and quality of the content. Ad-driven sites benefit from highly targeted ads that drive higher CPMs, and promotional Web sites benefit from a broad variety of sources, high level of customization, and community-building aspects that help position the site as the authoritative online resource in its market space.

Similarly, WiseWire for Business offers a low-cost, high-value tool for personalizing a company's view of the Internet. WiseWire integrates with existing internal networks to send employees quality information while blocking content that is irrelevant or recreational. Companies identify Wires that address relevant issues, and WiseWire

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Publication: [PR Newswire](#)

Date: [Sep 16, 1997](#)

Words: 600

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