

Finding by characteristics instead of searching by keywords

The MediaLens® main screen: using a slider, properties relating to the style and technical details of the photo being looked for are narrowed down.

MediaLens® Photo. The new way of finding.

What is MediaLens?

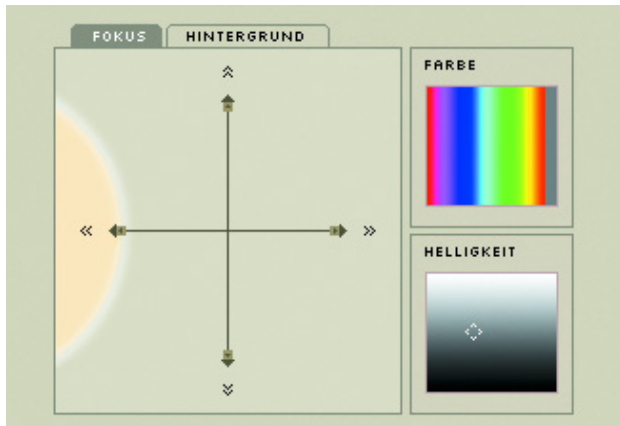
MediaLens is a form of fuzzy logic search technology which looks for photographs according to characteristics. For art buyers and photo editors, MediaLens Photo represents a whole new dimension in research. Finding and delivering appropriate visual material from increasingly more complex picture archives is made considerably simpler and more effective.

The development of MediaLens is based on recognition of one particular fact: a search based on literal terms too often produces unsatisfactory results. Especially when the terms of the enquiry – very often the case – are unclear.

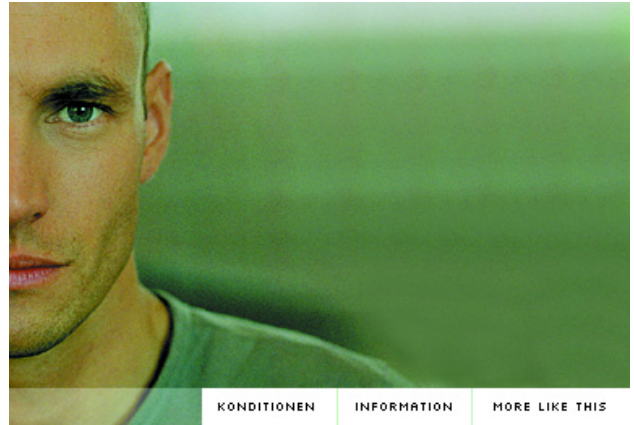
Conventional search engines will not supply satisfactory results when fed unclear or contradictory search parameters. Thanks to fuzzy logic technology, MediaLens Photo can provide excellent results despite vague search enquiries.

Fuzzy search is the solution.

The inclusion of fuzzy concepts in search engines is as simple as it is ingenious. Fuzzy data can be vague, unclear and even contradictory. No matter what the search enquiry looks like, a fuzzy logic search engine will deliver the best possible results.



Advanced search with MediaLens®: The desired colour and brightness of the background and foreground of the image being looked for can be adjusted separately.



The »more like this« feature automatically searches for photos with a profile similar to that just selected.

MediaLens integration example

There are several possible ways in which MediaLens technology can be integrated into existing software architecture, for example, where web services allow for integration completely independent of any technology. The solution remains flexible because the different modules – search interface, search and display – are separate from one another and each can be adapted to the specific requirements.

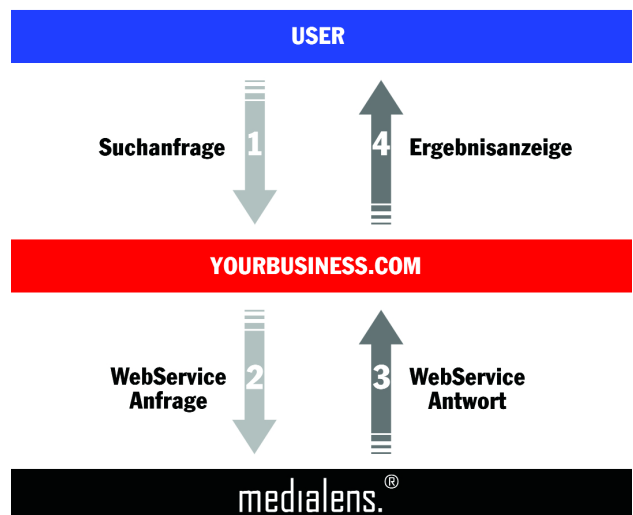
Search interface

The search interface can be adapted to suit the requirements of the specific search task involved. This guarantees that the interface becomes fully integrated into the "look and feel" of the environment to which it belongs. The task determines:

- whether the interface is single- or multi-level
- which soft and hard criteria will be requested
- which enquiries will be obligatory
- how faults will be communicated
- which technology will be used to realise the search interface.

The strength of MediaLens lies in the smooth search. Therefore, the search interface must be able to offer appropriate optional settings. As well as sliders, other forms which allow intuitive operation would also be possible.

A simple interface is available, provided by SOAP web services, for connecting the MediaLens backend system. As there are SOAP implementations for all current programming languages (Java, ASP, PHP, Perl, Flash), the connection can be made using tried-and-trusted technology. The installation of additional, unfamiliar software is unnecessary. The separation of content and search enquiry remains concealed from the enquirer because only the backend systems communicate with each other.



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