



Pressrelease

Rather fuse than fight – Imooty and Yukka join forces

Berlin, May 12, 2010. With the motto, rather fuse than fight, the two Berlin Start-ups, Imooty.eu and Yukkanlab.de announced a strategic partnership to develop semantic search services at the Multimedia Congress 2010.

The two Start-ups, both founded in 2009 combine their know-how and services. By way of the Yukka software, Imooty integrates an effective and qualitative better datamanagement in their online-monitoring service. Imooty provides an expansive data-index which Yukka processes with its semantic tools, ultimately improving Imooty's B2B and agency monitoring service. Duplicates, similar or topic related information are automatically recognized and consolidated. In addition, news in different languages are automatically categorized. For the time being the service recognizes 12 different European languages so that news from diverse data pools can be more effectively organized. Kristoffer J. Lassen, founder and CEO of Imooty stated "The close cooperation brings huge advantages to both companies. Furthermore, we may expand the market we're targeting and go after larger clients". Future joint projects are already in development, namely automatic sentiment analysis of RSS feeds and Tweets.

About Imooty.eu GmbH & Co KG

The company was founded at the outset of 2009 in Berlin. By applying semantic text recognition technology, Imooty finds, categorizes and organizes similar online posts in 12 languages. The online monitoring tool with focus on social media is used by marketing-, PR- and communication departments to measure the presence and development of their brands. Imooty groups the relevant outlets according to predefined topics from online news organizations, blogs, forums, social photo and video portals. The company won the main prize at the Multimedia Congress 2008 and won a Ruban d'honneur as Bussiness Innovation of the Year 2009 at the European Business Awards.

About Yukka GmbH

The Berlin Yukka GmbH was founded in March 2009 and optimizes the content of unstructure data. Yukka combines machine learning porcesses with computer lingusitic methods in their service, making arrangement of posts more accurate and efficient.

Contact information:

Kristoffer J. Lassen
Imooty.eu GmbH & Co. KG
Malteser Str. 74-100, 12249 Berlin
Tel.: 030 / 83870928
E-Mail: kjlassen@imooty.eu