

# CATS, DOGS AND FINGERPRINTS

ICIC Berlin, 14-17 October, 2012

Francisco Webber  
Co-Founder CEPT  
[f.webber@cept.at](mailto:f.webber@cept.at)  
+43 664 502 7796

# OVERVIEW

- Who are we?
- Our offer
- How does it work?
- How to access our product?



# WHO ARE WE ?

- CEPT based in Vienna
- Cortical Engine for Processing Text
- Focus on information retrieval products based on function of human cortex



# OUR OFFER

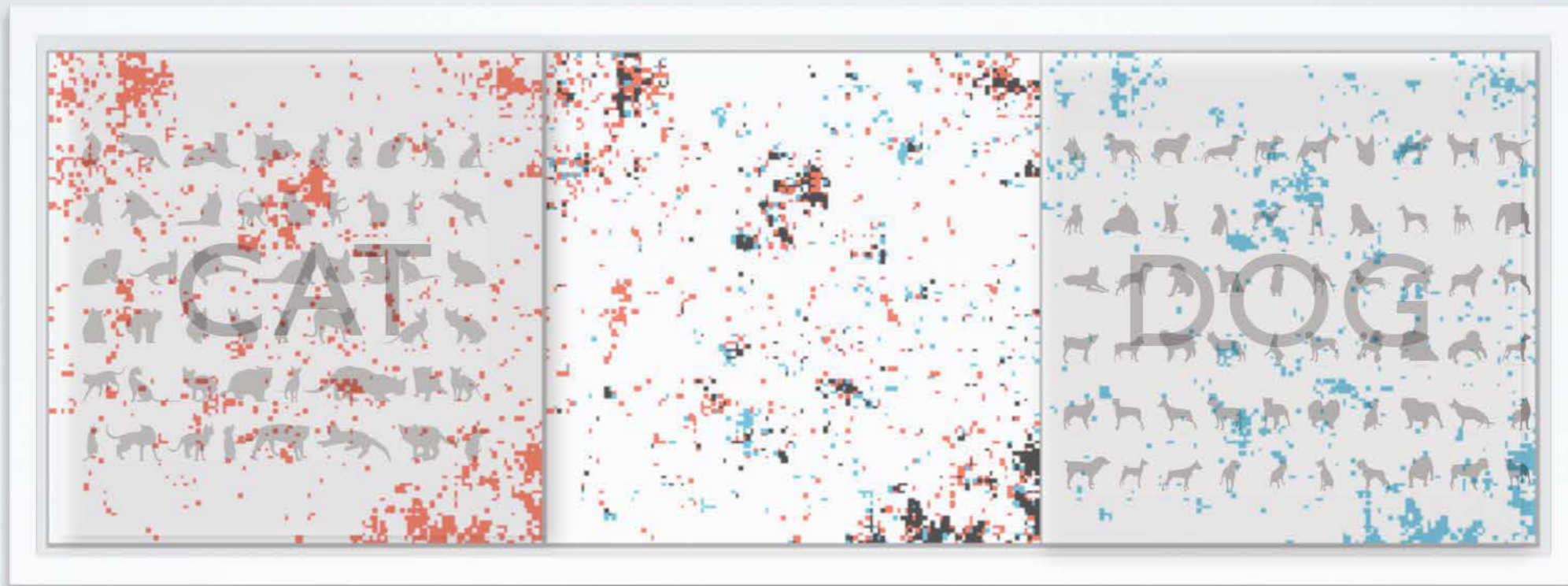
- CEPT Retina
- European & US Applications filed
- Faster retrieval with increased recall and precision
- Removal of “noise” in results
- Implicit inclusion of all words relevant to a specific meaning
- CEPT is an extension to existing IR Systems



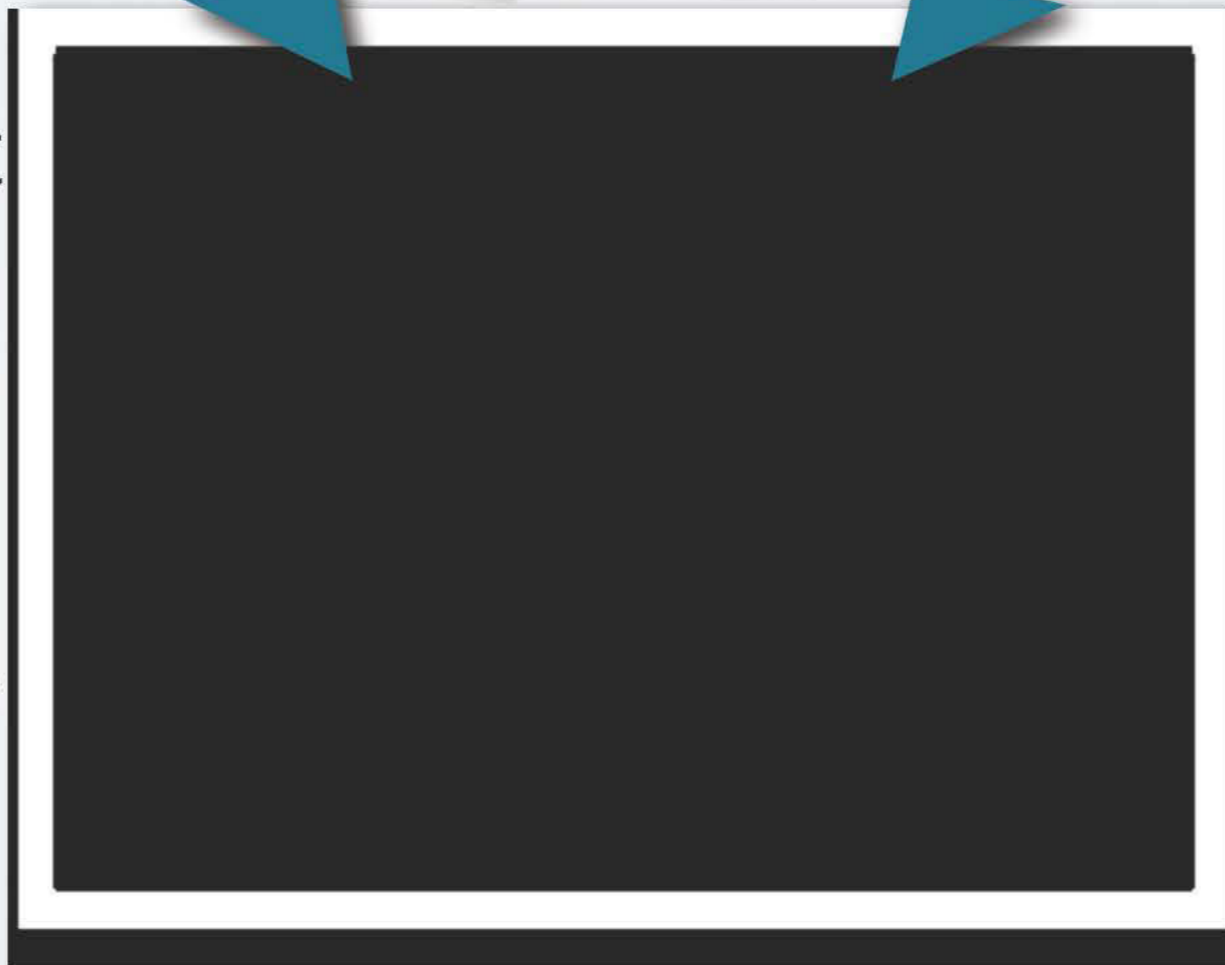
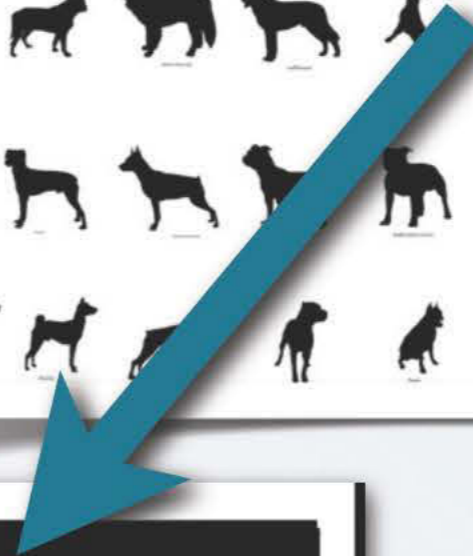
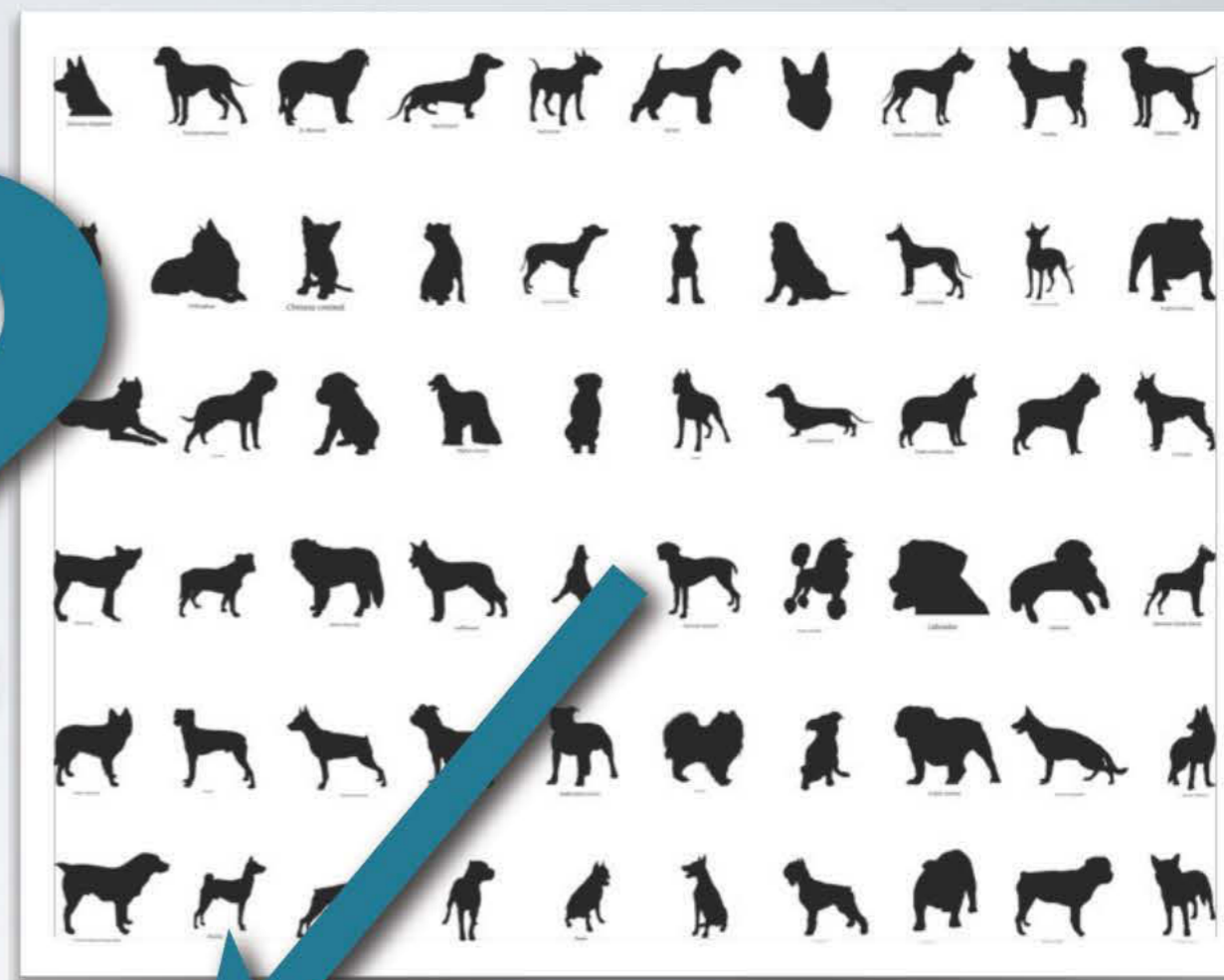
# HOW DOES IT WORK ?

- Converting symbols into their semantic fingerprints
- Symbols can be words, documents or users' information preferences
- Comparative overlap between fingerprints are generated as results





DISCRIMINATE BETWEEN **CATS** AND **DOGS**



Identify semantic relations between cats and dogs through pictures

But ... image analysis can be challenging...

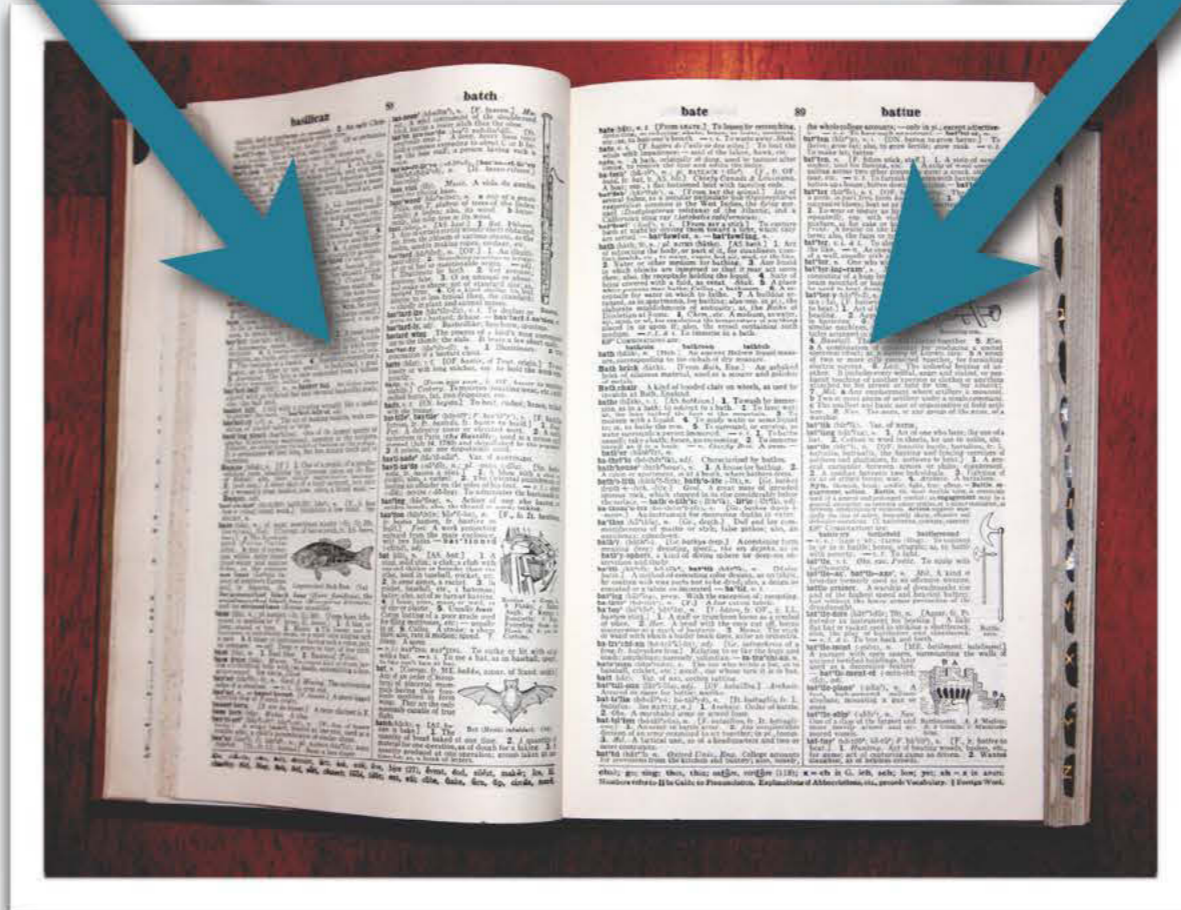




CAT



DOG



Using words the semantic relation can be found in dictionaries

But ... how to keep them complete and up to date?



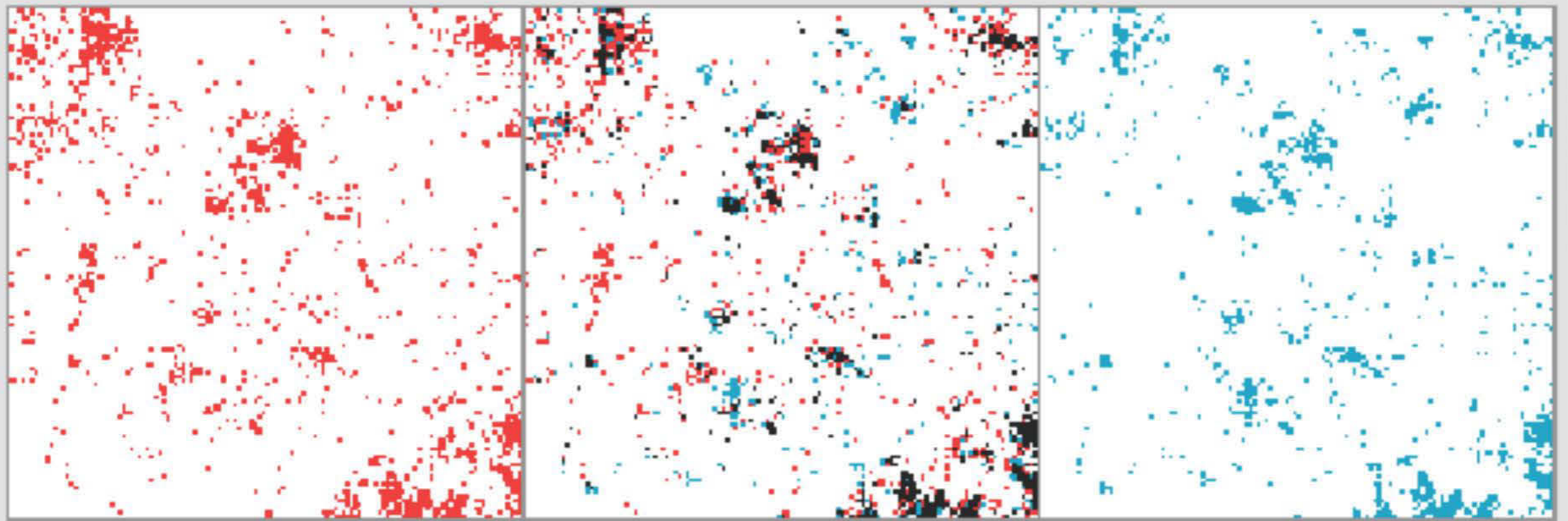
The words CAT and DOG are symbolic representations of the entities cats and dogs. To give meaning to these symbols, we need a dictionary that specifies the meaning as we are unable to correctly interpret the symbolic representations on themselves.



CAT

CAT+DOG

DOG



The CEPT-Retina allows direct comparison of language symbols without any other external information source





CAT

CAT+DOG

DOG



The CEPT-Retina shows thousands of semantic relations for any two words





# HOW TO ACCESS OUR PRODUCT ?

- Access through API
- Very competitively priced
- Pay-per-use model
- Already available at <http://www.cept.at>



If you want to find out why ...

JAGUAR - PORSCHE = TIGER

Then please visit us at our booth!



# THANKYOU!

**Francisco Webber**

**Co-Founder CEPT**

**[www.cept.at](http://www.cept.at)**

**[f.webber@cept.at](mailto:f.webber@cept.at)**

**+43 664 502 7796**