



Lingway joins the Crossmarc project : linguistics serving e-commerce

Paris, June 10th 2002 - Lingway, a company specializing in the design and development of software applications based on linguistic technologies, has become a partner in the European Crossmarc project.

The Crossmarc project, which is financed under the European IST programme, brings together several European partners under the direction of the NCSR (National Centre for Scientific Research in Greece) to develop a software application for comparing different product advertisements available on the web.

The system allows the automatic analysis of web pages which contain advertisements (for products, jobs, etc) in order to extract useful information from them and store it in a database so that they can be compared either with each other or with a user query.

The Crossmarc project is focused on the recognition of named entities in several languages, the extraction of multilingual facts and user modeling.

The project is due to end in October 2003.