Cognition's Semantic Technology Contributes to Microsoft's Bing

Cognition's Proprietary Semantic Technologies to be leveraged by Microsoft's Decision Engine Bingâ„¢ and Other Applications

Los Angeles, CA (prHWY) February 17, 2010 - Cognition Technologies, the creator of the most advanced and complete semantic Natural Language Processing (NLP) technology on the market, today announced that Microsoft Corp. has licensed some of its proprietary semantic technologies and will be using them to enhance Bing and other applications within Microsoft. Specifically, Microsoft will incorporate Cognition's comprehensive and robust Semantic Map of the English language.

The non-exclusive licensing arrangement enables Microsoft to embed elements of Cognition's semantic technologies into any Microsoft application which would benefit from an "understanding" of the English language. Initially, it will be used to enhance the user experience in Bing, Microsoft's online decision engine.

"Cognition's comprehensive Semantic Map will help us continue to improve the search experiences we can offer to consumers," said Ron Kaplan, chief scientist in the Powerset division of Bing at Microsoft. "After several months of evaluation working closely with the technical team at Cognition, we believe that Cognition's semantic technologies can help us provide better results for Bing customers."

Dr. Kathleen Dahlgren, Cognition's founder and CTO, added, "Cognition's Semantic Map will contribute conceptual reasoning and precise question-answering that will mesh well with Microsoft's existing search capabilities."

The scope of Cognition's Semantic Map is more than double the size of any other computational linguistic dictionary for English, and includes more than ten million semantic connections that are comprised of semantic contexts, meaning representations, taxonomy and word meaning distinctions. The Map encompasses over 540,000 word senses (word and phrase meanings); 75,000 concept classes (or synonym classes of word meanings); 8,000 nodes in the technology's ontology or classification scheme; and 510,000 word stems (roots of words) for the English language. Cognition's lexical resources encode a wealth of semantic, morphological and syntactic information about the words contained within documents and their relationships to each other. These resources were created, codified and reviewed by lexicographers and linguists over a span of more than 25 years.

"We are obviously very pleased that Microsoft has recognized the significant value of Cognition's semantic technologies," said Scott Jarus, Cognition's CEO. "Microsoft joins a list of companies in the legal litigation support, publishing and life sciences industries who have also recognized Cognition's ability to bring meaning and understanding to vast amounts of information."

More information about Cognition's Semantic NLPâ„¢ technology is available on its Website at cognition.com.

About Cognition:
Cognition Technologies, based in Los Angeles, has developed a revolutionary Semantic Natural Language Processing (NLP) technology which adds word and phrase meaning and "understanding" to computer applications, enabling them to be more human-like in their processing of information. Cognition's Semantic Map, the underlying technology developed over the past 24 years, is the largest and most extensive in existence.

Applications and technologies which utilize Cognition's Semantic NLPâ„¢ technology are positioned to take full advantage of Web 3.0 (the Semantic Web).

Cognition Âº Giving technologies new meaning.â„¢

Web Site: http://www.cognition.com

Contact Information:
Scott Jarus
Cognition Technologies
310-641-7200 x210
Scott.Jarus (at) cognition (dot) com