

MEDIA CONTACT:

Nadia Jamshidi
Lyman Public Relations
408.859.6052
nadia@lymanpr.com

New Conversational Analysis and Marketing Tool Unveiled for Forums and Other Forms of Social Media

Solariat's Pioneering Conversational Technology, AdLib, Helps Advertisers and Publishers Successfully Engage Consumers Who Search Outside the Box

New York, NY — August 5, 2010 – [Solariat](#), a conversational analysis and marketing company, today announced AdLib™, the first marketing product designed to accurately analyze, interpret and respond to conversations within social media. This new form of advertising for online social environments will enable publishers and advertisers to find consumers searching for information in social media and point them to the information they're seeking, all while respecting privacy.

Using a proprietary technology, Solariat finds people seeking information in forums and other social arenas, and supplies them with the information they're looking for – be it from within the publisher's site or served from a relevant advertiser.

The company uses a patent-pending social media analysis technology and automated message generator to accurately discover—and respond to—what consumers are seeking online. Designed specifically for social media, AdLib automatically builds intelligent ad creatives that serve as helpful pointers to relevant content, while seamlessly meshing into the conversation.

For example, if a consumer is participating in a discussion on fitness and posts the question: “I love those balance ball sneakers. Anyone know where I can see all of the different styles?”, Solariat would interpret that query, build a response such as “find all of the styles of balance ball sneakers on this page” and include a link to an information page from the manufacturer or retailer.

“Search queries are moving out of the proverbial box and into social media where conversations are already taking place,” said Jack Smith, CEO and co-founder of Solariat. “Solariat gives people the relevant information they're seeking in real time. And we do it while respecting individual privacy. Our vision is to make conversations better, and to increase the value of the conversation for consumers, marketers and publishers.”

Why Social Media Requires a Different Approach to Advertising

As social media usage continues to grow, people turn to each other to find information online. Search is moving from the search box to conversations. In fast-evolving social environments

where these conversations are occurring, traditional methods of banner advertising and search marketing are ineffective.

Solariat and its products are the result of a fusion of many kinds of expertise and experience. Its founders have built conversational agents for military social media platforms, as well as large-scale ad management, search marketing and data platforms for agencies and publishers. Solariat has combined this conversational analysis and marketing experience to build a company based on the fundamental premise that what is needed for consumers, publishers and advertisers alike is a technology that makes conversations better.

About Solariat

Solariat was founded by a group of Internet veterans, including former WPP and 24/7 Real Media executive Jack Smith and Jeffrey Davitz, founder of the Social Computing Group at SRI International's Artificial Intelligence Center. Solariat has built a large scale conversational marketing system that combines years of study of offline conversational methods with online social media analysis and recommendations. The company is funded by KPG Ventures. Solariat has offices in New York, NY and San Mateo, CA. For more information, call +1.718.569.8113 or visit www.solariat.com and follow Solariat on Twitter at @solariat.

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