

Deep Harvesting - Beyond Standard Search

With over ten years of industry experience and five years working directly with the U.S. Intelligence Agencies, BrightPlanet has become the leader in **harvesting high quality content** from inaccessible **Deep Web** and Surface Web sources on the Internet. Now, rather than returning the most popular links, like conventional search engines such as Google and Bing, BrightPlanet finds and harvests **“unknown and hidden”** content from the Deep Web. Regardless of the source’s language, document encoding, file format or storage mechanism, BrightPlanet provides *relevant* content for analysts and analytic technologies. BrightPlanet’s patented software harvests **Deep Data** from:

1. The conventional (or Surface) Web,
2. The much larger, more authoritative **Deep Web**,
3. And even customer’s own internal sources.

Now, for the first time, BrightPlanet is offering commercial customers a means to 1) Harvest, 2) Enrich, 3) Store, 4) Visualize, and 5) Re-hydrate **Deep Content** through the following product offerings:

Deep Analyst Portal

- Enterprise Customer – (deep research analysts)
- Access to premium content through Bright Planet’s **Enhanced Content Silos (ECS)**
 - Universal Silo of domain specific harvested content
 - Content requirements directed by the customer (subject-matter-experts)
 - Deep Web Harvests by BrightPlanet Content Navigators
- Harvested content is enriched per customer interface needs
 - Dynamic doc clustering, faceting, link analysis, etc.
 - Multiple 3rd party enriched visualization options
- Delivered via a SaaS model, no hardware to buy

Deep Monitor Portal

- Single Access Customer – (monitor/tracking & alerts)
 - User defined sources from CompletePlanet™ (Deep Web, Site Repository)
 - User defined queries and domains
- Content alerting and reporting tool
 - People, organizations, companies, technologies, products, marketing, brands, trends
- Auto scheduled Harvests
- Access to additional enhancement technologies through ECS
- Delivered via a SaaS model, no hardware to buy

Message Board Monitor *(projected launch Q3 2010)*

- Custom harvester to ingest and monitor Message Board traffic
 - Support for multiple message board solutions
- Direct access to raw and enriched message post data
- Delivered via a SaaS model, no hardware to buy

