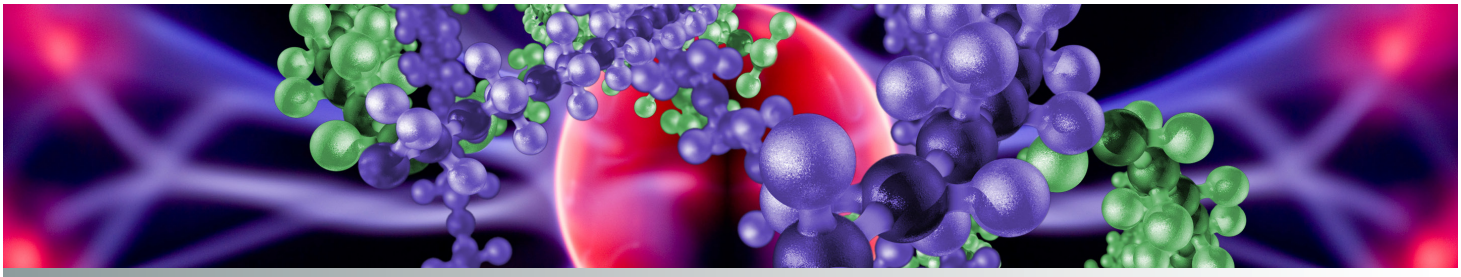
Process for Identifying Interesting Online Documents



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Technology Summary

This invention is a system that can read millions of news feeds per day about topics (customers, competitors, markets, partners, etc.) and provide the user with a small set of the most relevant items to read in order to keep current with the overwhelming amount of information currently available. Topics of interest are chosen by the user for use as "seeds." The seeds are vectorized and compared with target documents to determine their similarity. The similarities are then sorted from highest to lowest so that the most similar seed and target documents are at the top of the list. This output is produced in XML format so that an RSS Reader can format the XML. This allows for easy Internet access to these recommendations.

Patents

Thomas E. Potok, Robert Patton, and Chad A. Steed. *A Process to Recommend and Discover Interesting On-Line Documents,* U.S. Patent Application 61/584,965, filed January 10, 2010.

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