



Synaption: Digital Prediction Software is Featured in International Market

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Synaption platform is able to analyze large data to anticipate important scenarios

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Search engine innovation. This has been the main goal of most technology companies specialized in data analytics market. The activity consists in evaluating and interpreting large amounts of data to visualize scenarios in advance what is so-called "digital prediction".

An effective example of data analysis tool that has recently been highlighted in international market is in the Synaption project. The platform was born in 2014 derived from the same research that generated the main data crossing tools used in investigative police operations. Recently it anticipated the candidacy for president of the United States.

The software uses technology based on neuroplasticity of information and sharing of brain content via Internet. This means the possibility of each person individually influences the results of search engines. The aim of Synaption technology (whose name derives from the contraction synopsis + disruption) is that each result of a search is different for each person, depending on the ontologies (knowledge) of each individual and their scale of values.

When the platform was still in its embryonic stage, technical studies was able to point with six months in advance, the high probability of Germany to eliminate Brazil in the 2014 World Cup, a fact that it was confirmed. For FIFA rankings the platform projected the top ten after the World Cup, and it hit nine.

This result was achieved by a gathering digital information process called The Watching Project. It lets you gather information that once processed generates conclusions, as in the half-year anticipation that Hillary Clinton and Donald Trump would respectively be the Democratic and Republican candidates to the US elections. (See here, in real time, the observatory about US elections). (<http://www.synaption.com/observatories/us2016/>)

Multiple monitoring of search tools

The other data collection line that integrates Synaption project is the multiple monitoring of search tools by detecting the public opinion called "base of intentions".

Google is known as a great seeker. But in the current market there are thousands of other search engines in niches and content sites that detect, in detail, which are best answers to what people are looking for. In this perspective it was developed by Synaption the webservice search called MegaSearch (<http://www.synaption.com/megasearch>). The engine still in beta stage uses semantic capture techniques and allows you to search at the same time in multiple databases and presents the results simultaneously on the same screen.

Platform Collection of International Data

Using the same technology it has already been operating in beta stage the EuroNews (<http://www.synaption.com/euronews/>) that collects news from European portals. Duo Sousuo (in Mandarin ???, "Duo soussô") is the first search webservice geared toward the Chinese market made by an occidental company. You can test the Duo Sousuo (<http://www.synaption.com/duosousuo/>) doing a search in Mandarin (try ???, "happiness") or English.

Technology without intermediaries

This expertise has enabled the creation of new technologies whose mission is to monitor and gather information on web and also allows improving the traditional searches, producing new seekers, more intelligent and agile.

The Synaption Semantic Capture Laboratory has already been testing a new semantic search engine version that allows searches with more than 2,000 words which is equivalent to a five-page text. Google, for example, is able to answer to queries containing up to 32 words. This testing version of Synaption semantic search engine is expected to go into beta operation in the second half of 2016.

Google is today the most valuable company in the world (560 billion dollars), even with this limit (32 words). If Google could now perform searches that Synaption reaches, with semantic similarity metric, it would double its market value exceeding US\$ 1 trillion.

The importance of this technology offers the population greater transparency of information and also the disintermediation process that generates the so-called "informational disruption". People go straight to the data that interest them without intermediaries.

For more information:

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