



## Media Release

### **CARSGUIDE'S HARNESSES ENDECA TECHNOLOGY TO LAUNCH ITS ADVANCED NEW WEBSITE**

**4 March, 2008** - News Digital Media's automotive site, [carsguide.com.au](http://carsguide.com.au), today announced the launch of its new website using the Endeca Information Access Platform, upgrading the features of the website's vehicle search and allowing vast performance and capability improvements.

The Endeca Information Access Platform combines a variety of best-in-class information access capabilities, including search, Guided Navigation®, geospatial filtering, data visualization and context-driven content presentation (also known as Content Spotlighting and Dynamic Merchandising).

The capabilities encourage content exploration and discovery -- increasing content consumption, page views and ad inventory -- while ensuring that users can quickly find and evaluate relevant offerings. In addition, the platform's Web-based management suite gives non-technical business users the ability to optimize the user experience and promote highly targeted advertisements, related content and other contextually relevant information.

"We are very excited to be launching the new [carsguide.com.au](http://carsguide.com.au) site using the Endeca Information Access Platform," Ed Smith, chief executive officer, [carsguide.com.au](http://carsguide.com.au) said.

"Endeca is the leading provider of Guided Navigation and by utilising this software we are enabling our users to make the most of their online search experience."

"Being able to see a real-time view of available data enables a far more relevant interactive and interesting search experience, while speeding up the display of vehicle listings."

"We are expecting this to translate into a more efficient user experience for our consumers as well as generating more leads to our dealers."

“We are also looking forward to using Endeca’s Dynamic Merchandising capabilities to provide highly-targeted and effective advertising and promotional opportunities to our display advertising clients”

The technical solution for [carsguide.com.au](http://carsguide.com.au) is comprehensive with three separate application frameworks operating on two hosting platforms in Sydney and Melbourne.

The first six months of the project was spent undergoing detailed requirements analysis, information architecture planning and visual design, while developing the technical solution framework with application supplier Endeca and technology partner Digital Motorworks (DMi).

With Endeca, Carsguide users are now able to move seamlessly throughout the website to buy or sell a car or source motoring information faster than before.

“Carsguide.com.au is one of many companies gradually shifting away from the traditional search engines and database approaches,” Steve Papa, CEO of Endeca said.

“The introduction of the new generation information access technology provides a richer, easier and more encouraging user-experience enabling Carsguide browsers to discover the right car and right advice for their needs, faster and easier than ever before.”

Mr. Smith added: “We are looking forward to our users embracing the website’s new capabilities through the Endeca Information Access Platform.”

A new content management system was also implemented using the Expression Engine (EE) platform.

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#### **About carsguide.com.au**

[carsguide.com.au](http://carsguide.com.au) is News Digital Media’s national digital automotive brand featuring comprehensive news and reviews from Australia’s leading motoring experts. Additionally, [carsguide.com.au](http://carsguide.com.au) provides road tests, motoring tools and a marketplace for online classifieds. The site carries more than 70,000 listings. [Carsguide.com.au](http://carsguide.com.au) is also available on mobile phone with [carsguide.mobi](http://carsguide.mobi).

#### **About Endeca**

Endeca’s innovative information access software helps people explore, analyse, and understand complex information, guiding them to unexpected insights and better decisions. The Endeca Information Access Platform, built around a new class of access-optimized database, powers applications that combine the ease of searching and browsing with the analytical power of business intelligence. More than 500 leading global organizations including ABN AMRO, Boeing, Cox Newspapers, the (US) Defense Intelligence Agency, Dell, Ford Motor Company, Hyatt, IBM, John Deere, the Library of Congress, Texas Instruments, and Walmart.com rely on Endeca to power business-critical applications that increase revenue, reduce costs, and streamline operations.

Headquartered in Cambridge, Mass., Endecca has operations in North America, Europe, and Asia. For more information: [endecca.com](http://endecca.com) or [info@endecca.com](mailto:info@endecca.com).

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