



NEWS RELEASE

Leiki Focus Matches Visitors and Conference Documents at the 2009 Mass Customization and Personalization Conference

Helsinki June 30th 2009

Finding the best partners from global markets is a challenge in any field of business. This is particularly true at large industry events where the likelihood of bumping into right people is quite slim. Leiki endeavors to bring individuals and companies together at the 2009 Mass Customization and Personalization (MCP) Conference in a new user-friendly way. The participants can automatically find people with similar interests through intelligent analysis of the peoples' click-stream and simple free-text descriptions they have placed on the conference web site.

The MCP conference web site <http://www.mcpc2009.fi>, built together with Taivas and Aalto University, utilizes Leiki's intelligent content recommendation product Leiki Focus. The web site hosts a number of articles, seminar schedules and labs as well as lists organizers and registered participants to the Conference. All content is automatically profiled by Leiki Focus, which also registers the users' clicks and creates an interest profile for each user. The personal interest profile is presented in a tag cloud on the front page. Through the tag cloud the user can easily discover personally interesting content (e.g. outlines, papers and blogs) and people (conference organizers and participants) already before the conference. Throughout the web site the content selection is personalised based on the interest profile so that personally most interesting content items and people appear on the top the list in each section.

Mass Customization and Personalization Conference is a biennial conference held in October 2009 in Helsinki with the theme of Mass Matching. The conference will look at new interesting and innovative ways of matching the preferences and offerings as well as leading-edge examples of customization, non-traditional and emerging new concepts of personalization & interaction and the newest customer-centric innovations.

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Notes to Editors**About Leiki**

Leiki provides publishers and advertisers a complete solution for targeted advertising and automatic content discovery. The patented technology is based on uniquely detailed automatic content analysis and learning of the user's preferences. Established in 2000, Leiki has offices in Helsinki and London. In 2005 Leiki was awarded a place in Red Herring's Top 100 European technology companies list, in 2007 received the European ICT Prize and in 2008 the Media Innovation of the Year Award. Leiki's customers include Financial Times, Nokia and Sun Microsystems. For more information visit www.leiki.com.

About Taivas

Taivas is a creative agency which is building brands, customer relations and businesses through the utilization of marketing communications.