

illumina**8**

PUTTING SOLUTIONS INTO CONTEXT

DISCOVER

WHAT IF YOU COULD:

- Become an expert in any topic in a few minutes?
- Search by key ideas rather than keywords?
- Follow links to ideas and concepts instead of Web pages?
- Search an integrated online platform for premium scientific content and the Web at the same time?
- Find solutions to technical and business problems faster?

WITH iLLUMIN8 YOU CAN.

iLLUMIN8 DELIVERS FAST,
ACTIONABLE SOLUTIONS
TO YOUR COMPLEX
R&D PROBLEMS

RESEARCH

WHAT IS iLLUMIN8?

illumin8 is a workflow tool that helps R&D decision-makers **answer complex research and development questions faster**, more accurately and with greater confidence. It does this by combining **advanced search and semantic-indexing technologies** to distill deeper meaning, purpose and insight from the **vast number of scientific, patent and Web sources available**.

SMARTER SEARCHING SMARTER SOLUTIONS

You are familiar with the problem: R&D knowledge workers are overloaded with information and spend valuable time gathering and analyzing information that may not even be relevant. In addition, lack of reliable information and answers can result in false starts and missed opportunities.

illumin8 simultaneously accesses and reads authoritative content from high-quality, trusted content sources to bring you only relevant information and actionable solutions. This increases R&D productivity, saving your company time and money.

illumin8 gives companies a distinct competitive advantage.



WHAT ARE OUR CUSTOMERS SAYING?

“Using this research solution more than doubled the number of technical solutions I was aware of on a project.”

R&D KNOWLEDGE WORKER

“I fell in LOVE with illumin8. I do various types of searching and data mining so this works for me. The fact that it is fast and the results are clean and organized helps immensely.”

PATENT RESEARCHER, PROCTER & GAMBLE

IMPROVE

HOW CAN ILLUMIN8 HELP YOU?

FIND SOLUTIONS FASTER

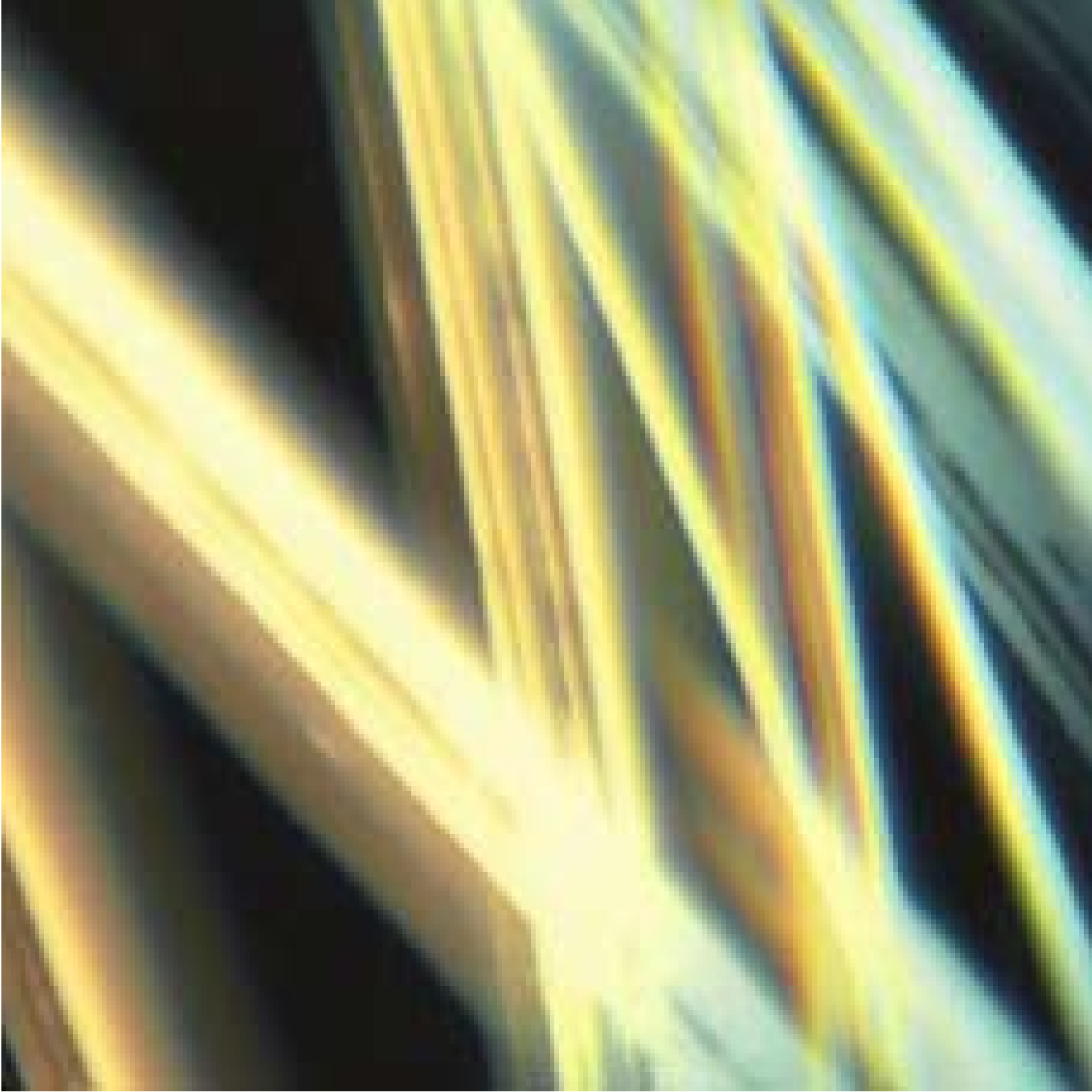
- Get actionable insights from trusted R&D content sources
- Receive early warning of trends and new technologies
- Stay alert to threats and opportunities
- Identify solutions that may have been hidden among billions of documents

INCREASE R&D PRODUCTIVITY

- Reduce information overload
- Analyze information in seconds
- Facilitate collaboration within project teams
- Make better informed decisions
- Find answers to R&D questions

IMPROVE RETURN ON INVESTMENT

- Find existing solutions
- Eliminate duplication of effort
- Save time and money
- Reduce time to market
- Minimize laborious manual research and analysis



WHAT ARE OUR CUSTOMERS SAYING?

“The product is very intuitive and easy to use. I simply enter my search terms and it returns summarized answers, not irrelevant documents.”

R&D KNOWLEDGE WORKER

“We have found illumin8 to be a unique and effective way to mine the Internet and premium content for solutions to technical problems and questions. Doing the research without illumin8 would have taken weeks and we would have spent countless hours looking at data that was not relevant to our project.”

MARKETING MANAGER, 3M MEDICAL SYSTEMS

SOLVE

HOW DOES iLLUMIN8 WORK?

TECHNOLOGY

illumin8 is more than just a search engine; it is a research engine. Powered by NetBase, illumin8 was developed at MIT's Media Lab. Using semantic-indexing technology, illumin8 reads and extracts deep meaning from structured and unstructured content. In just seconds, the technology identifies solutions and benefit statements, whether expressed directly or indirectly. These are then categorized by product, company, organization, approach and author/inventor to provide crisp, concise answers to R&D problems.

ACTIONABLE SOLUTIONS

As a successful company, you understand that to stay ahead you must be able to spot trends, act early and have deep knowledge of market conditions and technologies. illumin8 helps you to do this by quickly identifying actionable solutions that can be used to validate or expand your research activities, set your priorities and collaborate with team members.

COLLABORATE

HOW DOES iLLUMIN8 HELP YOU WORK?

NAVIGATE

illumin8 allows you to search by topic, problem or benefit to extract and synthesize summarized solutions and related entities quickly and easily.

COLLABORATE

illumin8 enables you to filter, summarize and analyze your results and collaborate with team members.

View solutions by:

- Product
- Company
- Approach
- Organization
- Author/inventor

INNOVATE

illumin8 searches and reads Web, premium scientific and patent content to provide you with reliable, comprehensive information that will help you stay ahead of the competition.

- Over 5 billion Web pages, blogs and forums
- 3 million full-text scientific and technical articles from 1,800 Elsevier journals
- 33 million scientific records from 15,000 peer-reviewed journals and more than 4,000 publishers
- 21 million patents from 5 worldwide patent offices



WHAT ARE OUR CUSTOMERS SAYING?

“It would take one person working full time for at least a month to gather similar types of information (and it wouldn’t be organized well).”

R&D KNOWLEDGE WORKER

“Doing the search (without this tool) could have taken weeks. And I would not have gotten the quality of data returned by the program. I would have spent more time throwing out things that were not relevant than reading material that was helpful.”

R&D KNOWLEDGE WORKER

INNOVATE

CONTACT DETAILS

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