

# Image searching technology can rival Google

A company based in Cambridge has stated that its innovation has allowed it to rival Google in terms of use.

The start-up firm Imense said that it has managed to offer a revolutionary form of image searching after collaborating with a selection of particle physicists, reports Scenta.

After the two teams linked together for testing, image retrieval is now possible via technology that automatically without captions having to be entered by the computer user.

Such a drive was organised by the Science and Technology Facilities Council, which allowed the sectors to link up.

Commenting on the development, a founder at Imense, Dr David Sinclair, said that the testing on a giant computer grid helped the company develop the product.

“We knew we could search tens of thousands of pictures, but couldn’t afford to try it on hundreds of thousands or millions of images. This made it difficult for Imense to get the investment we needed to develop a commercially viable product,” he commented to the website.

In related news, recent research carried out by JD and Associates stated that online marketers should target the times when traffic to their sites will be at its highest levels.



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