

Multiply Search

It's the first search-engine that finds content published and written by people you are socially connected to.

Note the detailed relationships, such as "By Joseph, your friend Mary's father", on the screen-grab below.

Results are sorted according to the social proximity index, as well as traditional key-word relevance.

Since the searcher knows his or her relationship to the publisher a comfortable forum for discussion exists. See the replies column. The discussion often helps searchers find what they are looking for.

Multiply is the first to elegantly integrate the Internet's two killer applications; search and communication.

The screenshot shows the Multiply website interface. At the top, there's a navigation bar with 'Welcome', 'Messages', 'Network · Settings · Shop', 'New', 'Go', and 'Sign Out'. A sidebar on the left contains various menu items: Message Board, Personal Messages, Photos, Journals, Calendar, Reviews, Market, Recipes, and Links. The main content area is titled 'Search Results' and shows a search for 'miami' with 343 results. The results are listed in a table-like format with columns for the post title, author, date, and number of replies. Each result includes a small thumbnail image and a snippet of the post text. The results are as follows:

Thumbnail	Title	Author	Date	Replies
	Anniversary weekend in Miami	Alecia, your wife	Aug 17, '04 4:05 PM ET for network	7
	Miami's New Motorcycle Medics	Nicole, your fraternity brother James's friend	Jul 22, '04 9:27 AM ET for network	6
	Who lives in or around Miami?	John, your fellow Phi Kap Alumni member	Jul 28, '05 11:30 AM ET for group pktaa	4
	Sugestions for trip to Miami?	Cindy, your wife Alecia's friend	Jun 7, '04 9:29 AM ET for network	6
	Roger Sanchez in Miami	Carisa, your friend Vaughan's friend	Oct 18, '04 3:43 PM ET for everyone	3
	Miami Cruise Info Wanted	Susan, your classmate	Apr 26, '04 5:54 PM ET for network	4
	Miami Sunset from Ricken backer Causeway (13photos)	Joseph, your friend Mary's father	Jun 2, '04 2:05 PM ET for everyone	3

For press release and contact information please visit <http://multiply.com/info/press/search>