

Press release, 3 September 2014

## **Swisscows: the most secure search engine introduces image search**

- **Following its successful launch, the Swisscows search engine has now introduced an image search service and simplified the way it works**
- **Swisscows now allows searching in specific regions**
- **With 400,000 unique users and 1.6 million page impressions per month, Swisscows has enjoyed a successful start**

Egnach, 3 September 2014 – Following its successful launch eight weeks ago, Swisscows is now introducing an image search service. With its clear and intuitive design, the service helps users find what they want quickly and easily. Swisscows has integrated functions that no other search engine offers. To make searches more effective, an option at the top of the screen allows users to refine results and search according to specific criteria, such as layout, size, colour and type. Images are displayed on the page as thumbnails. By moving the cursor over an image, the user can access three functions: a direct link, a preview function and an option to save the image as a favourite. Chosen images are shown at the bottom of the page so there is no need to open multiple windows.

Another new feature offered by Swisscows is the option to search by selected region - narrowing search results to those from a specific country or geographical area.

Swisscows has also revamped its design and optimised the mobile version. Users can now access all functions on all devices. A tag cloud makes searching on mobile devices even simpler. All of these new features are being introduced first for the desktop and mobile version. Work is still underway on the Android and iOS apps.

Within its first eight weeks of operation the Swisscows search engine, developed by Swiss software company Hulbee AG, has already exceeded expectations with around 3 million search requests in Switzerland. Swisscows has 400,000 unique users and 1.6 million page impressions per month. On the technical side, Swisscows continues to undergo rapid development. Updates and extra functionalities are being added almost every week. For advertisers, the Swisscows Annonce text-based advertising service is being further optimised.

The Swiss-based specialists in artificial intelligence at software company Hulbee AG have developed an alternative to existing search engines. Unlike other well-known engines, Swisscows does not save any user data. Its servers are located in Switzerland, offering guaranteed data security. Answers are delivered quickly because Swisscows is based on semantic data recognition and provides users with intuitive help in their searches. Swisscows filters data to ensure children and young people are protected. The data cloud tile makes access to Swisscows very simple for students and smartphone users.

For more information, please visit [www.swisscows.ch](http://www.swisscows.ch) and [www.hulbee.com](http://www.hulbee.com)

Photos are available at: <http://www.hulbee.com/presse/downloads/>

**Further information:**

Andreas Wiebe

Hulbee AG

Bucherstrasse 2, 9322 Egnach, Switzerland

Tel.: +41 (0) 716 667 931

E-mail: [info@hulbee.com](mailto:info@hulbee.com)

**About us:**

*Hulbee AG, based in Egnach/TG, specialises in in-house software solutions for use in the targeted search for business data. It also developed the Swiss price comparison site [Kauftipp.ch](http://Kauftipp.ch), which helps consumers make the right choices in their purchase of some 20 million products. The company is also working on technologies to allow searches and evaluation of unstructured data in businesses. Hulbee employs 45 specialists in artificial intelligence.*