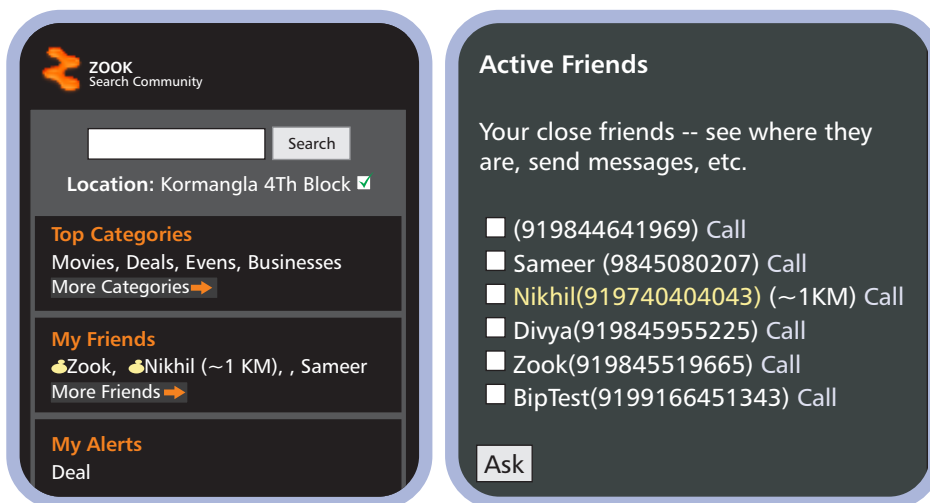


## Ziva's Context-Aware Search with Zook



Ziva Software Pvt. Ltd.  
www.zivasoftware.com  
http://www.zook.in/



Zook is a smart solution for smarter users who want to share real time information with friends using their S60s

If one is searching for content from their S60 device, chances are that they have little time to spend on finding the right page and scrolling down numerous screens to find just what it is that they are looking for. And yet, they want to share the results with their friends to find out what they think. To meet these disparate choices, that are uniquely associated in real life, Ziva Software has launched the Zook search application. Developed on top of the Mobitop platform built by Mobisy, Zook is a ground-breaking and smart platform for mobile search and access.

Using the APIs of the smartphone along with the technology of the mobile Fetch tool Zook is able to make context-aware searches. The application uses location aware searches on phones with or without GPA to find where the user currently is and reflect relevant searches. It generates mobile-specific information from the web with results that are actionable. Beyond the search, the application comes with a social networking functionality for 3rd generation S60 devices. This helps the user to access the phonebook to extend searches to share with friends and to have them reviewed.

According to Bipin P. Kumar, head-partners and alliances at Ziva Software, "A more enhanced social networking happens on the phone because the individual phone contacts are more immersive." Say if the plan is to watch a movie, users want to find cinemas in proximity, book tickets using their phones, and check with friends for reviews or to invite them to come along. For all of these, Zook uses Fetch to provide direct and exact answers.

Apart from making use of native phone APIs provided by Symbian Series 60 OS, Zook also uses Web Runtime and Javascript. With the online and offline loop completion capabilities of the application, the user may take relevant actions and consume answers directly. Zook also allows one to send a group message directly from the application to share feedback from and/or share results with friends. It allows one to add friends and create alerts to find out when they are online or close by.

With Zook, one may find out what games to play, watch their favourite videos and download music. Ziva has partnered with some of the known information and content companies in India to provide value of the service for end mobile search. They use content provided by Informedia for Yellow



Bipin P. Kumar,  
Head-Partners and  
Alliances

"We have been associated with Nokia for the past one year and they have been proactive as well as reactive. Proactive in that they have been helpful to provide us with information on what is possible. And they have been reactive to our needs. Especially in answering our queries."

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Pages data, Buzzintown for events data, Click.in and Olx.in for classifieds data, OneIndia for news and jobs, iMint for loyalty and rewards data, iXiGo for travel, and Open2save for coupons and deals. So users can also locate a hotel in town, scan through classifieds and create alerts to know about the events in town. Zook also helps to find real-time information like stocks, travel, traffic and weather. Zook is available over WAP, SMS, USSD, and as a device-based application. The application is only available to Nokia users for now.

An extension of the application's ability to provide exact results is its ability to seek human assistance. So if one is unable to find answers to something specific, they can seek help from an entrusted set of people that the company has on board to find out the information they need. On an average, people working on this search are able to answer any query in five to 10 minutes. Zook is targeted at the mobile user who wishes to use his phone to find answers right then and there. The application makes optimal use of various mobile data protocols while ignoring the constraints handsets impose and capitalizing on the capabilities and flexibility they offer.

To download the application, point your phone to: [www.zook.in/client](http://www.zook.in/client)

Other links:

<http://www.s60.com/life/application/featured/?action=latestNews&whatshot=1&appweek=1&hotNewsId=505>

[http://www.nokia.com/link?cid=EDITORIAL\\_1201924](http://www.nokia.com/link?cid=EDITORIAL_1201924)

<http://mosh.nokia.com/content/61B161C73EE9AB03E040050A45301CBF>

S60.com -

Zook has the largest index of mobile-specific answers. It is the broadest mobile search available to the mobile users in India. Since Zook delivers direct and exact answers, it users to find the desired results quickly.

For more information, go to:

[www.nokia.com/developer](http://www.nokia.com/developer)

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