

## Transinsight's GoPubMed.com wins the 2009 red dot: best of the best award for excellence in communication design

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Dresden, Germany – August 12th, 2009 – Transinsight's GoPubMed.com, the semantic search engine for the life sciences, has been recognized with the 2009 red dot: best of the best award in the category communication design – graphical user interfaces and interactive tool. A total of 6,112 submissions were received from 42 countries. The jury selected 470 entries for the "red dot design award." A group of only 56 submissions were selected as "the best of the best" and will be participating in the final round for the "grand prix award." The Transinsight team is proud to receive this prestigious award.

The upcoming challenges in the area of the semantic web are mainly related to user interaction. Fostering communication between humans and large scale data volumes beyond today's key word search is of great importance to make data, information and knowledge manageable.

The design philosophy behind GoPubMed.com is strictly aligned with this overall principle: knowledge- and meaning-based computing. The brain-like use of a knowledge network of more than 15 million concepts and half a billion of documents brings up extremely difficult issues when it comes to dealing with these overwhelming amounts of data. For the first time, this was achieved with the technology used in the novel semantic search engine. It is a great satisfaction that this innovation in communication design was recognized by a distinguished international team of reviewers.

"For us, this award shows recognition of our design competence and quality as well as an outstanding confirmation of our performance when it comes to the development of leading edge technology for information-heavy tasks. In the field of semantic search, acceptance by users is of utmost importance, since people in 'real life' were not made for dealing with billions of data in the critical decision making process," said Dr. Michael R. Alvers, CEO of Transinsight. "The entire team –technicians and designers– enjoy this show of appreciation for their three years of hard work. I thank team members for this outstanding achievement," he continued. GoPubMed.com is free of charge for non-commercial use.

### About Transinsight

Transinsight is focused on semantic software solutions in the area of knowledge- and meaning-based computing. The flagship product, GoPubMed PRO, a semantic biomedical search engine, is the first knowledge-based search engine for the Life Sciences on the Internet. The enterprise is headquartered in Dresden, Germany. Transinsight is ranked under the Top 5 biotech companies in Europe.

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