



# Makani Networks partners with Cazoodle for vertical mobile search

**“Makani Networks rethinks the future of mobile search with Cazoodle at Web 2.0 Expo”**

**May 18, 2010 – San Francisco, California** – The partnership, announced at Web 2.0 Expo held in San Francisco, aims to integrate the Makani Mobilizer mobile WAN optimization platform with offerings of vertical search services from the web search company, Cazoodle.

The Makani Mobilizer mobile WAN optimization platform offers mobile wireless operators and enterprises the best-in-class, carrier-grade, commercial wireless infrastructure solution for optimized web browsing and video to their mobile subscribers.

Rajiv Chakravorty, CTO of Makani Networks, said, “Mobile users want instant answers to their search queries: they want answers in real-time to queries that are based on their location, their preferences, their social connections, and their search behavior. Today’s horizontal search engine query cannot provide for a vertically-structured and contextually-relevant response meant for an on-the-go mobile user, although this could be possible in the future.”

“Cazoodle’s revolutionary structured data extraction technology/Vertical search engine suits the chief purpose of vertical mobile search. Cazoodle is a proven leader in data extraction in vertical markets as showcased in their breakthrough applications in Apartment Rentals, Electronics Shopping, Vacation Housing, and others,” added the CTO of Makani Networks, Inc.

Professor Kevin Chang, CEO of Cazoodle, said, "The partnership with Makani Networks is aimed at benefiting mobile users with Cazoodle's technical leadership in vertically-structured information extraction on the Internet. The various search verticals showcases Cazoodle's web search and extraction technology in offering deeper and broader choices to the mobile customers." Cazoodle uses the intelligent crawling and indexing technologies developed at University of Illinois at Urbana-Champaign, for building large scale search and integration services. The company also provides an end-to-end data crawling service for other enterprise customers to support their data gathering needs.

### About Cazoodle

Cazoodle develops products and technologies for large scale integration of the structured data on the Web. A spin-off from the University of Illinois at Urbana-Champaign (UIUC), Cazoodle aims to enable "data-aware" search -- to access the vast amount of structured information beyond the reach of current search engines. The company is co-founded by Prof. Kevin C. Chang and his research team of graduate and undergraduate students. Cazoodle also provides an end-to-end data crawling service as well as many consumer applications and enterprise solutions available at [www.cazoodle.com](http://www.cazoodle.com)

### About Makani Networks

Makani offers high-performance, easy-to-use and technically innovative solutions for next-generation wide-area services. Makani Mobilizer™ appliances are deployed in the customer's network for blazing-speed data access over a wide-range of access networks. Makani Enhancers™ are deployed for wide-area network ("WAN") optimization and application acceleration. Founded in 2006, Makani is headquartered in San Francisco USA.