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Oct. 3: Infonortics Releases a New In-Depth Study, Google Version 2.0 - The Calculating Predator

British-based Infonortics has released its next in-depth study, investigating the topic of Google's business growth and its patents.

MEDIA ADVISORY

PROSPECT, KY / PR FREE / Oct 02 2007 --

British-based Infonortics has released its next in-depth study, investigating the topic of Google's business growth and its patents. The new study, entitled, "Google Versior 2.0: The Calculating Predator," examines many of the principle patents held by Google and explains its steps to influence key industries, telecommunications, ecommerce, publishing and back-office applications. The comprehensive analysis is now available via www.infonortics.com on a fee basis to interested corporations and organizations.

This is the first time a study has been conducted of the major patents held by Google to reveal the company's possible business strategies and the direction of its investments in research. The 270-page analysis, exclusively available through Infonortics, highlights what investments Google has employed to increase its bottom line and brand influence. It details Google's next strategic options, based on its patents and technical papers.

An exhaustive hunt of some of the key Google technical staff names was required by the six-man study team, in order to unearth many of the patents held by Google. Patents referenced include those from Sergey Brin, Larry Page, Ross Koningstein, and Ramanathan V. Guha.

Well-known for its annual Search Engine Meeting in Boston now in its 13th year, Infonortics provides clientele access to high quality information and analysis regarding web technology. In Europe, Infonortics also organizes a patent and technology conference, now in its 19th year.

The latest study released by Infonortics contains nearly two years work from six individuals led by Stephen Arnold, well known for his studies of Google and for his previous e-book: *The Google Legacy*. Outlined within are Google's steps to launch exploratory technologies and services in publishing, ecommerce and back-office services to organizations, and telecommunications.

"At Infonortics, we were impressed with the unique results and conclusions of the analysis on what Google may be doing in the near-term and long-term. We believe it is an important study of key patent producers, and their impact on Google strategy," said Harry Collier, Managing Director and founder of Infonortics. "Knowledge of Google's deeper technology was not available at the time of 'The Google Legacy.' Google is remarkably forthcoming in its technical documents and patent applications, and these have proven to be a treasure chest of insight into Google's technical capabilities: the core of its competitive advantage."

The list of those who need to understand Google and its potential includes:

- . Investment analysts, financial advisers
- . Search and software developers
- . Suppliers of corporate IT services and software
- . Banking and financial companies

- . Telecommunication suppliers
- . Publishing and information industry strategists
- . Government advisers and analysts

Google Version 2.0: The Calculating Predator (Infonortics, Tetbury, England; October 2007).

Available in online PDF download version only; US\$640 / €460; approx. 270 pages. Inquiries on site licenses should go to harry.collier@infonortics.com.

About the Company

Infonortics, Ltd. is a specialist company providing access to high quality information and analysis in the web technology markets. The founder and managing director, Harry Collier, built the study and analysis practice and its conference schedule with more than 30 years of experience in electronic information. Infonortics maintains its headquarters in Tetbury, England, west of London. The company began operations in December 1987. www.infonortics.com

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