

Press Release

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Lumerias.com now searches in over 10 million videos

Duisburg, September 24, 2007 -- The new video search engine Lumerias.com reaches its 10 million videos milestone these days. With this accomplishment achieved, the service reachable at <http://www.lumerias.com/> and specialised in finding online videos allows users an even more complete search of the video content available on the Internet.

Crucial, even more than the number of indexed videos, is the freshness of the index and the included content. This is an important topic Lumerias addresses every day - besides growing the index and working on delivering higher quality and more relevant video search results.

In addition to that, since the service's official public start on August 1st, improved filter options and and richer meta data presentation was added over the past seven weeks. Using the search service today, it is possible to sort videos by source (for example "site:YouTube") and user ("user:XYZ") and to get information about runtime, category and tags for every entry – of course, only supplementing the standard presentation of titles, context snippets and video thumbnail images.

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About Lumerias.com

Live since August 1st, 2007, Lumerias.com is an international video search engine of the next generation. It enables users to easily find videos from all over the web, including the major social video portals. Search results are served on a simple interface that renders other services with tedious and cluttered pages obsolete. Over the next months a number of innovations will further improve the quality of search results. Currently algorithms to automatically make sense of the indexed videos' image data and to transcribe their content are being tested.

About Clipland GmbH

The company's core site, the "short form media" information portal www.clipland.com is online since 1998. The site caters to an audience of film and video amateurs and professionals interested or working in short films, music videos, tv commercials and movie trailers. For its wealth of background information, crew and talent credits as well as media resources, [clipland.com](http://www.clipland.com) has since become one of the most important sources of information regarding "short media" on the Internet.

The web video search on [clipland.com](http://www.clipland.com) uses the Lumerias.com search API, which is also licensable by third parties.

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