

Challenge the World with the Ranking System “Sonar”

29 October 2007

We are the addicts of Web and videos. Our average age is 24.

We are managing the Video Search Engine Fooooo in Japan, and we have just launched the new ranking system “Sonar,” in accordance with the drastic renewal of the Web site.

We aim at spreading worldwide a service that we can be immersed in.

About Fooooo

Fooooo launched a version in March 2007; today Fooooo is the most used video search engine in Japan.

Currently, it is possible to search videos from about 100 video/movie sharing sites in a lump.

Because Fooooo’s crawl robot is customized to each video/movie sharing site, Fooooo’s index is built by crawling much deeper than Google.

For example, Fooooo compasses 360,000 videos about Metacafe, however, Google compasses only 180,000 videos (November 24).

This index delivers its high performance especially when major video/movie sharing sites such as Youtube or dailymotion cannot find users’ desired video.

The video information obtained by crawling are divided into 18 categories; users can see the ranking of each category, search within the category, and so on.

Additionally, the videos uploaded are reflected in the index of new video at earliest of 10 minutes, and this is faster than the internal search of Youtube.

In pages such as search-results page or ranking page, there are video thumbnails that can adjust the play speed in 7 levels (from 0.5times to 30times faster). Also, by using the function, “Quick-Play,” which enables users to view the video within the ranking page without switching the window, Fooooo lets the users search videos much more efficiently compared to other video/movie search engines.

Fooooo offers its service in 11 languages, and due to these high qualities, Fooooo was chosen as one of the top 10s of video search engines by Read/Write Web.

http://www.readwriteweb.com/archives/top_10_video_search_engines.php

Sonar

The main feature of this launch is definitely the ranking system “Sonar” that we, the Bank of innovation.Inc developed.

“Sonar” searches neither the “Most Recent” nor the “Most Viewed;” it searches videos that are “Most Popular.” Therefore, even videos from a relatively minor video/movie sharing site can rank in high if the radar of “Sonar” perceives it as popular.

In case of web videos, popular videos from non-popular sites never rank in high in ranking sites such as Billboard. The question is, “Is this fair?”

For example, if we talk about music, singers such as Beatles and Britney Spears are necessary, however, don’t the users also want to know about independent bands that are only popular in particular area? We believe that one of the purposes of the ranking is to present the users some interesting videos that they might not know yet.

By using this ranking system, “Sonar;” we would like the users to find out videos that large amount of people watch and also videos that a group of people are starting to get interested in.

Message

We would like to form an alliance with companies that are not from Japan, including the venture capitals.

We have already formed an alliance with a company from Vietnam, and the expansion of Foo000 in Asia is already starting.

Things like business and money are important as well, however, our most important concern is to let many people know about Foo000 so that they can use it. In order to achieve our goal, we are looking for companies that can work together with us.

About Bank of innovation.Inc

Bank of innovation.Inc is a Web-Technology company that was founded in January 2006 in Tokyo.

Please contact us through info@boi.jp.