

## Pure Home's Contextual Search Technology

For the first time in history we are able to measure the consumption patterns, inclinations and tastes of an entire market of consumers in real time—based on their *emotional context*—and just as quickly adjust the product offering to reflect their *intended desires*. This is nothing less than an epochal shift in the \$330B Home Décor market and possibly many others.

**In a world of infinite choice, *context*—not content—is king!**  
– Eric Schmidt, CEO, Google.

Pure Home's patent pending contextual search technology, using multi-level emotional profiling taxonomy to fuel product recommendations, is the nexus of this shift. The big 3 search engines and online retailers regard home décor as a widely diverse three-dimensional marketplace, yet look at it through a one-dimensional lens to create a user experience without meaning or *personal context*—resulting in “search noise” (random content or products of poor quality). Our search technology's three-dimensional approach, engages the required senses (verbal expression, visualization and emotion) to activate the user's creative sub-consciousness to derive emotional context to create a dataset used to filter out search noise by screening for and elevating the few products that are contextually relevant to the consumer, and suppressing the many that are not. Too much search noise results in people not buying.

Clearing away search noise for online retailers, including Amazon.com, or relevancy rank search engines is a challenge—they are missing emotional context. Relying upon one-size-fits-all aggregation and filtering processes that emphasizes simplicity (and lowest common-denominator metadata) forces product queries into a standard presentation model that does not cater effectively to nuance or niche product offerings or styles genres – and therefore, most consumers and manufactures in home décor. Consumers seeking these niche wares have to invest significantly more time to find these products (if they even do find them), manually filtering through a good amount of search noise. If left unchecked, search noise will continue to significantly impede the performance of this market.

Home décor is an exercise in human necessity; a person's desires to create a living space that expresses “who” they are, but many of us don't know or how to express what we are looking for, thus content and product recommendations only make sense when they are *relevant* to a consumer's self-expression, colors, styles, emotional desires, and like products within various categories. Our unique contextual navigation layer integrates these complex variables into an “intent” algorithm to fuel content and product recommendations – deep down the tail of a market curve – by moving consumers more effectively and quickly through the thicket of information. Our search technology and platform has integrated tools to help users organize content to explore topics they don't understand or product results to help the user make the best choice to meet immediate demand for products that exist even in the narrowest of niches. And while contextual or intent recommendations have all the demand-generation power of advertising, they have the benefit of performing at virtually no cost. Most importantly, they boost consumer satisfaction by connecting consumers with products that are *more* right for them than the broad-appeal found at their local retailer or the algorithmic relevancy of popular search engines.

We are leaving the Information Age and entering the Recommendation Age. However, as ridiculously as it may sound, the home décor industry as a whole has yet to embrace the Information Age. This shortcoming creates an enormous opportunity for Pure Home to achieve exponential growth. Consumers using our patented search technology, recommendations and other product filters will substantially improve their odds of finding something just right and achieve emotional satisfaction. Brands and Merchants who join our platform will gather new customer and markets – far beyond their current geographic limitations.

For the Pure Home platform, the development of tens of millions contextual profiles (datasets) in the form of metadata can be used for future searches in seemingly unrelated industry where verbal expression, visualization and emotion drive the relevancy of content – and monetization.

Full Public Launch Coming Soon – <http://www.purehome.com>