

KeyPoint's Xplore powered by Yahoo Search partners with Yahoo to integrate search experience into mobile apps

Xplore powered by Yahoo Search available free on Google Play

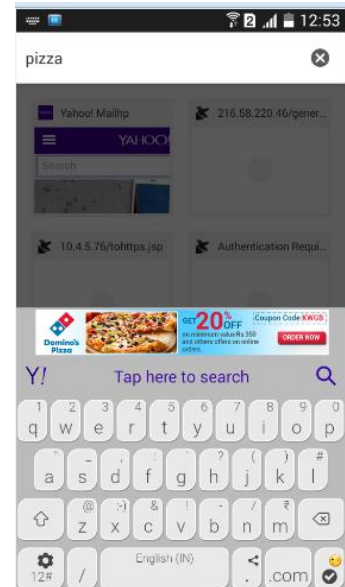
Bangalore, September 08, 2015: KeyPoint Technologies (KPT), an award-winning global linguistics innovator, today announced a global search partnership with Yahoo for KPT's patent pending Search & Discovery platform Xplore.

Xplore offers users a seamless search experience, powered by Yahoo, in one tap across apps. Users won't need to leave the app they are engaged with, since they can search and browse for information without exiting the current app. Xplore with Yahoo Search, is available free on Google Play.

"Our study has shown that 15% of app interactions on mobile devices have been with a clear intent to search," said Sumit Goswami, CEO – KeyPoint Technologies. "With Xplore, we are thrilled to offer users a seamless search experience powered by Yahoo within their mobile apps. We see this integration as a key enabler in hyper-contextual search across apps on mobile and are confident that it will transform the users' app experience" he added.

"We've been expanding the footprint of Yahoo Search in Apps since the February launch at Yahoo's Mobile Developer Conference as we remain focused on making it easier for users to search and browse for information," said Andre Vanier, VP, Head of Yahoo Search Mobile Syndication. "We are enthused about partnering with KeyPoint so that users don't need to leave Xplore to search the web."

Mobile search offers immense opportunities for innovative search and discovery players such as Xplore and its ecosystem partners to bring qualified value to consumer engagement.



[Xplore powered by
Yahoo search](#)

Search value potential can be gauged from Xplore's beta studies for the ten most popular categories of applications for consumer search on mobile devices. The results show that search engines lead the pack at 34% followed by call directory at 17% and App Store (app discovery) at 16%. Consumers lean in on m-

commerce search and social apps heavily albeit, slightly lower than the in-app search on messaging apps (12%).

Xplore is industry's first user-initiated platform, currently for Android devices, that delights consumers with relevant brands and services discovery through their mobile journey across apps. Xplore powered by Yahoo search is available free on Google Play.

Xplore Key Features:

- **Hyper-Contextual** - Location, environment, current user intent, past actions and more - relevant parameters, always in context.
- **Immediacy** - Information, services and product purchases in your mobile moment and time of need in real-time.
- **Simplicity** - Mobile search made simple with one tap - easy to find what exactly you want.

To view Xplore in action, <https://www.youtube.com/watch?v=mKe9yof9ZJs>

About KeyPoint Technologies

KeyPoint Technologies, the creator of [Xplore](#) and Adaptxt is an award-winning global linguistics innovator that enables intelligent communication between humans to the connected world—beyond mobile devices. KeyPoint was founded in 2004 in Glasgow Scotland, an epicenter of linguistics. The company has additional offices in India, Japan, China and the U.S., and is a trusted partner for OEMs, platform providers and developers.

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Media Contact:

Suchitra Anish

KeyPoint Technologies

+91 9980137245

asuchitra@keypoint-tech.com