



Amvona Unveils "Amvona Trails™" Contextual Search

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Revolutionary Contextual Search Transforms search experience.

PR9.NET February 27, 2008 - MANSFIELD, MA. – Amvona.com, the leading online photo equipment retailer, that allows people to discover, view and share information about both products and media, today announced the debut of its new platform Amvona Trails™. This centralized hub is the first dedicated, easy-to-use, contextual search platform of its kind, and is exclusively populated with media from Amvona's growing photo sharing community. The approach showcases the vibrant relationship between striking images found at Amvona, their creators, and the tools they use.

Amvona Trails™ is updated in real time with media submitted by the Amvona community throughout the world. The site already includes highlights from top photographers, collections from emerging talents, and insight into the equipment industry experts rely on.

"We have been immersed in the singular, inspired endeavor to change how people search" said Gregory Lemelson Founder and CEO of Amvona.com. "Contextual search for us is about being able to say 'we know a lot about the creator of a given piece of media, where he or she is from, what their profile is, the products they use, and the media they created with it'. Technically speaking, Amvona's proprietary method fuses 'product information' embedded in 'digital media files', to 'social meta-data' from the Amvona network. Information about the creator exists in our social network, so there is a foundation layer for the 'social' or 'personal' context. Amvona Trails™ is the fruit of our long-held belief that e-commerce was a natural use of such meta-data."

The result is a rich, multi-dimensional, and easy way to enable people to quickly find top creators, media, or products in "context".

Enjoy at: <http://cs.amvona.com>

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About Amvona 720

Amvona is the world's most popular online community for photo equipment allowing thousands of people every day to discover and share experiences of both products and media. Amvona also provides a forum for more than a hundred thousand people to connect, inform and inspire others across the globe and act as a distribution platform for equipment and original content creators.

Website: <http://www.amvona.com>

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