

Dialog Profound / Dialog NewsRoom SmartTerms

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Agenda

Dialog Profound

Dialog NewsRoom

- Content Overview
- Product Highlights
 - Search Capabilities
 - SmartTerms

Content Overview – Dialog NewsRoom

**Searchable in 14
languages**

**Coverage in 80
Countries**

Dialog NewsRoom

**8,000 News
Sources**

Archive – Dialog NewsRoom

1989



Dialog NewsRoom

The Boston Globe 1979

1988

San Francisco Chronicle

Frankfurter Allgemeine Archiv



Content Overview – Dialog Profound

**Covers over 700
Industries**

160 Publishers

Dialog Profound

**201,000 Market
Research Reports**

Content Overview – Dialog Profound



Silicon Valley New York London Brussels Frankfurt Milan Paris Tokyo



Dialog Profound

Dialog NewsRoom

- Content Overview
- Product Highlights
 - **Search Capabilities**
 - SmartTerms

[NewsEdge](#)[Live](#)[NewsRoom](#)[Profound](#)[Intelliscopes](#)[Company Profiles](#)

Dialog NewsRoom - Search

[Saved Searches](#)

Quick Search

Search Text

Publication Date

 Add Dialog Profound to my search

- Access all of Dialog's Market Research & News
- Gateway to leading edge Dialog Business content

[SmartTerms](#)[Additional Search Options](#)

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- Integrated business content
- More exposure to complementary Dialog content
- Greater opportunities to cross-sell

Dialog NewsRoom - Search

[Saved Searches](#)

Quick Search

Search Text

[Search tips](#)**Search Now**

Publication Date

Last 3 Months

 Add Dialog Profound to my search[SmartTerms](#)[Additional Search Options](#)

Save Search

Clear Search



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Quick Search Capabilities

- Perform a text search across the entire document
- Same operators as current Dialog Profound platform

- Simple, Quick Search option for all content
- Same operators means easy migration

• Sophisticated New Search Options

Search Text

[Search tips](#)**Search Now**

Publication Date

Last 3 Months

Add relevant search fields to your search such as Author or Title using the **Additional Search Options**

Limit your Dialog NewsRoom search to one of **14 different languages**.

Headline/Title

Author

Limit Search Text in

Full Article

Remove Duplicates from your search

 Yes No

Number of Titles to Display per Page

50

Content Language

- | | | |
|-------------------------------------|---------------------------------------------|------------------------------------|
| <input type="checkbox"/> All | <input checked="" type="checkbox"/> English | <input type="checkbox"/> Czech |
| <input type="checkbox"/> Danish | <input type="checkbox"/> Dutch | <input type="checkbox"/> Finnish |
| <input type="checkbox"/> French | <input type="checkbox"/> German | <input type="checkbox"/> Hungarian |
| <input type="checkbox"/> Italian | <input type="checkbox"/> Norwegian | <input type="checkbox"/> Polish |
| <input type="checkbox"/> Portuguese | <input type="checkbox"/> Spanish | <input type="checkbox"/> Swedish |

Sort Results by

- Descending Date
 Ascending Date
 Relevancy

Sort your documents by **Publication Date** or **Relevancy**.

Save Search

Clear Search

Dialog Profound

Dialog NewsRoom

- Content Overview
- Product Highlights
 - Search Capabilities
 - **SmartTerms**

What are SmartTerms?

- Dialog launched a new technology platform, featuring SmartTerms, for its business information, news and market research services, on which new versions of Dialog Profound and Dialog NewsRoom are now operating
- With SmartTerms, a search using, for example, the Smart Term '*export*' would generate results with articles and reports focused on the topic of *selling products abroad*.

What are Smart Terms?

- Expanded, improved taxonomy applied consistently to both Dialog Profound market research and Dialog NewsRoom stories
- Comprises topical and authority terms
- Assigned to all documents in Dialog business-related collections
- Organised hierarchically with defined relationships between broader terms and narrower terms
- Extensive cross-references added from “non-preferred terms” to “preferred terms”
 - Cross-referencing maps to variant spellings, acronyms, similar terms and slang
- Related terms included in search results

What are Smart Terms?

- Five main content facets
 - Industry
 - use to look up industry (i.e., market sector) keywords
 - approximately 3,200 preferred terms
 - Company
 - search by company name, ticker symbol and SIC code
 - Approximately 855,000 preferred and non-preferred terms
 - Subject
 - includes terms for events, activities and issues that affect the marketplace
 - approximately 700 preferred terms
 - Geographic location
 - search by country or location
 - approximately 500 preferred terms
 - Publication
 - find publications by title, industry, location and ISSN number
 - taken from the Dialog NewsRoom Sourcebook

Why Use SmartTerms?

- More relevant results
- Continuously reviewed to reflect current marketplace trends providing new terms for subjects, industries and companies
- Terms consistent in both Profound and NewsRoom
- Guides to alternate terms: broader or more specific or similar
- Terms within a specific document may be used to launch a new search

Searching SmartTerms - Hierarchy

- Click the SmartTerms bar to see the SmartTerms Navigator



- Using the hierarchy in the SmartTerms Navigator
 - Select the SmartTerm tab for industry, company, subject, location or publication



- Select terms by clicking the plus (+) sign to drill down through the hierarchy
- Check terms you want in the SmartTerms Navigator
- Click the  button to select the term(s) in the SmartTerms Builder
- Click the  button to use terms in a search

SmartTerms Hierarchy

The screenshot shows the SmartTerms interface with several key components highlighted by red boxes and arrows:

- SmartTerms tabs:** A row of tabs labeled "Industry", "Company", "Subject", "Location", and "Publication". The "Industry" tab is currently selected.
- SmartTerms Navigator:** A hierarchical tree view under the "Industry SmartTerms" section. The "Agriculture" category is circled in red, and a red arrow points to it from the annotation box below.
- SmartTerms Builder:** A panel on the right side of the interface where selected terms are added. A red arrow points to it from the annotation box below.

Other visible elements include search filters for "Market Research" and "Country Research", a "Search Text" input field, a "Publication Date" dropdown set to "Last 2 Years", and buttons for "Save Search", "Clear Search", and "Search Now".

Searching SmartTerms – Look Up

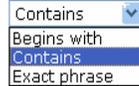
- Click the SmartTerms bar to see the SmartTerms Navigator



- Using the Look up box

- Select the SmartTerms Tab for industry, company, subject, location or publication



- Select the location of the terms from the  box
- Enter the search term in the Look up box
- Click the  button
- Check appropriate terms from the SmartTerms Navigator
- Click the  button to select the term(s) in the SmartTerms Builder
- Click the  button to use terms in a search

SmartTerms Look Up

The screenshot shows the SmartTerms Look Up interface. At the top, there are search filters for Market Research (checked) and Country Research (unchecked), along with a Search Briefings link. Below this is a Search Text field and a Publication Date dropdown set to Last 2 Years. A Search Now button is on the right. The main section is titled SmartTerms and has tabs for Industry, Company, Subject, Location, and Publication. The Industry tab is active, showing a search for 'organic foods'. A dropdown menu is open, listing search criteria: Contains (selected), Begins with, Contains terms, and Exact phrase. Below the dropdown, there are sections for Matching terms (Organic Farming, Organic Foods, Specialty Foods) and Related Terms (Agricultural Crops, Beef Industry, Canned Foods, Chilled Foods, Convenience Foods, Dairy Food Industry, Environmental). A Look Up button is next to the search input. To the right is the SmartTerms Builder area. At the bottom, there are Additional Search Options, Save Search, Clear Search buttons, and another Search Now button. Three red callout boxes provide instructions: one for the Look Up box and dropdown, one for the SmartTerms Builder, and one for the matching and related terms.

Look Up box to enter terms and a drop-down box to select the location of the term.

SmartTerms Builder for selected terms.

Matching and related terms in the SmartTerms Navigator.

Search Example

- Topic: Look at forecasts for the organic foods market in Europe
- Search Summary
 - Select Industry tab
 - Enter terms in Look Up box
 - Select terms from Navigator and move to SmartTerms Builder
 - Select Subject tab and Location tab and repeat the process

Conducting a Search – Industry Tab

The screenshot displays the SmartTerms application interface. At the top, there are tabs for 'Industry', 'Company', 'Subject', 'Location', and 'Publication'. The 'Industry' tab is selected and circled in red. Below the tabs is a search input field containing 'organic foods' and a 'Look Up' button, both circled in red. A red box with an arrow points to the 'Look Up' button with the text: "2. Enter search terms, choose location from dropdown box and click".

Below the search input, there are two main sections: 'Industry SmartTerms' and 'SmartTerms Builder'. The 'Industry SmartTerms' section is circled in red and contains two lists: 'Matches' and 'Related Terms'. The 'Matches' list includes 'Organic Farming', 'Organic Foods' (checked), and 'Specialty Foods'. The 'Related Terms' list includes 'Agricultural Crops', 'Beef Industry', 'Canned Foods', 'Chilled Foods', 'Convenience Foods', 'Dairy Food Industry', and 'Environmental'. A red box with an arrow points to the 'Matches' list with the text: "3. Matching and related terms display. Check the terms you want and click >> to move terms to the SmartTerms Builder."

The 'SmartTerms Builder' section on the right shows the selected term 'Industry (Organic Foods)' with a 'Delete' link. Below this section are two buttons: '>>' and '<<'. At the bottom of the interface, there are buttons for 'Save Search', 'Clear Search', and 'Search Now'.

Conducting a Search – Subject Tab

The screenshot displays the SmartTerms web application interface. At the top, there are tabs for 'Industry', 'Company', 'Subject', 'Location', and 'Publication'. The 'Subject' tab is selected and circled in red. Below the tabs, a search box contains the text 'forecasts' and a 'Look Up' button, both circled in red. To the left, the 'Subject SmartTerms' section shows a list of 'Matches' with 'Economic Forecasts' and 'Forecasts' listed. 'Forecasts' is checked with a green box and circled in red. Below the matches is a 'Related Terms' section. To the right, the 'SmartTerms Builder' section shows a list of terms: 'Industry (Organic Foods)' and 'Subject (Forecasts)'. A '>>' button is circled in red and has an arrow pointing to the 'Subject (Forecasts)' term. At the bottom of the interface, there are buttons for 'Save Search', 'Clear Search', and 'Search Now'.

1. Click the Subject tab.

2. Enter "forecasts," choose location from drop-down box and **Look Up.**

3. Select the matching term "Forecasts." **>> click to move the term to the SmartTerms Builder.**

Conducting a Search – Location Tab

1. Click the Location tab.

2. Select a location from the alphabetical list and click >> to move the term to the SmartTerms Builder.

3. Click the Search Now button to run the search.

The screenshot shows the SmartTerms interface with the following elements:

- Navigation tabs: Industry, Company, Subject, **Location**, Publication
- Search criteria: Contains [dropdown], [input field], Look Up [button]
- Location SmartTerms list:
 - Africa
 - Americas
 - Arab States
 - Asia
 - Europe
 - Islands
 - Mediterranean
 - Middle East
 - Oceania
- SmartTerms Builder:
 - Industry (Organic Foods) [Delete]
 - Subject (Forecasts) [Delete]
 - Location (Europe) [Delete]
- Buttons: Save Search, Clear Search, Search Now

Displaying Results – Title List

▼ Market Research Title List Titles 1 - 31 of 31

Format Full Report Table of Contents Keyword In Context (KWIC) **Display**

<input type="checkbox"/> Title ▲▼	Source ▲▼	Pub. Date ▲▼	Pages	PDF
<input type="checkbox"/> Organic Food in Belgium Market Value ...	DATAMONITOR	31 August, 2003	40	
<input type="checkbox"/> Organic Food in France Market Value ...	DATAMONITOR	31 August, 2003	50	
<input type="checkbox"/> Organic Food in Italy Market Value ...	DATAMONITOR	31 August, 2003	35	
<input type="checkbox"/> Organic Food in the Netherlands Market Value ...	DATAMONITOR	31 August, 2003	43	
<input type="checkbox"/> Organic Food in the United Kingdom Market Value ...	DATAMONITOR	31 August, 2003	45	
<input type="checkbox"/> Organic Food in Spain Market Value ...	DATAMONITOR	31 August, 2003	41	
<input checked="" type="checkbox"/> Organic Food in the United Kingdom The United Kingdom organic food market grew by 22.1% in 2002 to re...	DATAMONITOR	31 August, 2003	44	

Select a format.

Click a title to display a table of contents.

Displaying Results – Table of Contents

Organic Food in the United Kingdom
DATAMONITOR

31 August, 2003

- [The Full Report](#) • 252.00 USD
 - [1 Executive Summary](#) • 1-page • 10.32 USD
 - [1.1 Market Value](#) • 1-page • 2.53 USD
 - [1.2 Market Value Forecast](#) • 1-page • 2.82 USD
 - [1.3 Market Segmentation I](#) • 1-page • 2.10 USD
 - [1.4 Market Segmentation II](#) • 1-page • 2.44 USD
 - [2 Market Overview](#) • 1-page • 57.09 USD
 - [2.1 Market Definition](#) • 3-pages • 16.38 USD
 - [2.2 Research Highlights](#) • 2-pages • 9.74 USD
 - [2.3 Market Analysis](#) • 6-pages • 30.59 USD
 - [3 Market Value](#) • 2-pages • 15.47 USD
 - [Table T1 United Kingdom Organic Food Market Value: \\$ Million, 1998-2002](#) • 2-pages • 9.62 USD
 - [4 Market Segmentation I](#) • 1-page • 13.42 USD
 - [Table T2 United Kingdom Organic Food Market Segmentation I: % Share, By Value, 2002](#) • 2-pages
 - [5 Market Segmentation II](#) • 1-page • 8.16 USD
 - [Table T3 United Kingdom Organic Food Market Segmentation II: % Share, By Value, 2002](#) • 1-page
 - [6 Competitive Landscape](#) • 11-pages • 60.54 USD
 - [7 Leading Companies](#) • 6-pages • 47.41 USD
 - [7.1 PepsiCo, Inc.](#) • 4-pages • 17.66 USD
 - [8 Market Forecasts](#) • 1-page • 19.26 USD
 - [8.1 Market Value Forecast](#) • 2-pages • 18.85 USD
 - [Table T4 United Kingdom Organic Food Market Value Forecast: \\$ Million, 2002-2007](#) • 2-pages • 11.19 USD

The Table of Contents shows each section and its cost.

Displaying Results – SmartTerm Links

Organic Food in the United Kingdom

DATAMONITOR Research Report

00 September, 2003

2.3 Market Analysis

The UK's market for organic foods reached a value of \$1.68 billion in 2002, a 97% increase since 1998. The market experienced a strong compound annual growth rate (CAGR) of 18.5% in this period, driven by the healthier, more natural, image that organic food has, a factor driven, no doubt, by food scares such as BSE and concerns over the environmental consequences of food production.

The UK market for organic foods is the second largest in Europe, accounting for 17.2% of the regional market's value. This proportion is forecast to have reached 28.8% by 2007, positioning the market to challenge Germany for the largest market in the region by about 2009. Between 2002 and 2007 the market is forecast to experience massive growth, with a CAGR of 25.8% being forecast for this period. This growth is likely to be driven by the increasing demands of consumers for organic products, particularly as the range of available products expands.

Going forward, the market is forecast to reach a value of \$5.3 billion by 2007, a 215% growth since 2002, with growth in the 1998-2007 period reaching an astonishing 520.5%. This makes the UK the fastest expanding market for organic foods across the countries covered in this series of reports, indicating that the market will be able to support a large number of players.

The screenshot shows the 'SmartTerm Links' search interface. A red box highlights the 'Industry' section, which contains a list of search filters: 'Recent News', 'Recent Market Research', 'Cancel', and 'Specialty Foods'. A red arrow points from this box to a text box containing the instruction: 'Select recent news or market research from the SmartTerm Links.' Below the 'Industry' section are two columns of filters: 'Location' with 'Europe', 'United Kingdom', and 'Western Europe'; and 'Subject' with 'Forecasts' and 'Market Data'. At the bottom, there is a 'Search Text' input field and a 'New Search' button.

Displaying Results – SmartTerm Links

SmartTerm Links

Industry

- EU News
- Food & Beverage
- Organic Foods
- Specialty Foods

Location

- Europe
- United Kingdom
- Western Europe

Search Text

Company

Subject

- Corporate Performance
- Forecasts
- Market Data

New Search

New Search

Check the box next to the SmartTerm Link to find additional articles on the SmartTerm; then click

Conducting a Search – Company Tab

The screenshot displays the SmartTerms application interface. At the top, there are tabs for 'Industry', 'Company', 'Subject', 'Location', and 'Publication'. The 'Company' tab is selected and circled in red. Below the tabs, there is a search box with a dropdown menu set to 'Contains' and the text 'air liquide' entered. A 'Look Up' button is to the right of the search box. Below the search box, there are radio buttons for 'Name', 'Ticker', and 'SIC', with 'Name' selected. A list of search results is shown under the heading 'Company SmartTerms', with the first item 'AIR LIQUIDE' circled in red. To the right of the list is a 'SmartTerms Builder' window containing the text 'Company (AIR LIQUIDE)' and a 'Delete' link. A red arrow points from the '>>' button between the list and the builder to the text in the builder. At the bottom of the interface, there are buttons for 'Save Search', 'Clear Search', and 'Search Now'.

1. Click the Company tab.

2. Enter the company name in the Look Up box and "contains" from the drop-down box.

3. Click >> to add the SmartTerm to the Builder.

Additional Search Options

Save Search Clear Search Search Now

Conducting a Search – Company Tab

Dialog NewsRoom - Search Results

▼ NewsRoom Title List Titles 1 - 10 of 10

Format Full Report Keyword In Context (KWIC) **Display**

<input type="checkbox"/> Title ▲▼	Author	Publication ▲▼	Pub. Date ▲▼	Words
<input type="checkbox"/> Air Liquide SA (AIRP.PA) Weekly Earnings Information Company: Air Liquide SA (AIRP.PA) Country: France Actual EPS for FY End (12/2002): 7.46 Current FY High EPS Estimate: 9.43 ...		Nelson Foreign Weekly Earnings Reports	30 January, 2004	107
<input type="checkbox"/> Upbeat results may limit European losses at open A bout of profit taking in the US has set European markets up for opening losses on Wednesday but upbeat results from the likes of Lafarge and Air Liq ...		FT.com	28 January, 2004	408
<input type="checkbox"/> Bankers fear renewed M&A activity Trading in the secondary bond market remained lacklustre on Tuesday, with some bankers expressing concern that renewed merger and acquisition activity ...		FT.com	27 January, 2004	399
<input type="checkbox"/> Air Liquide SA (AIQUY) Weekly Earnings Information Actual EPS for FY End (12/2002): 1.42 Current FY High EPS Estimate: 1.71 Current FY Low EPS Estimate: 1.71 ...		Nelson Domestic Weekly Earnings Re		
<input type="checkbox"/> GLOBAL BUSINESS BRIEFS--INDUSTRIAL: AIR LIQUIDE SA Air Liquide SA will acquire industrial-gas operations of Messer Griesheim GmbH for \$1.83 billion (S) ...		Wall Street Journal		

You can click the title of the article you want to see or click checkboxes in front of the article Display click

SmartTerms™

- Browse the hierarchy or 'Look Up' a term and quickly add it to the SmartTerms Builder
- Click on the operator between terms for a more precise search

SmartTerms™

- Classification terms searchable and linkable across all content
- Over 855,000 terms in 5 categories:
 - Industry, Subject, Location, Company, and Publication
- Company & Publication names are normalized to assist in your search
- Taxonomy is continual updated to reflect current interest

▼ SmartTerms

Industry Company Subject Location Publication

Contain public Look Up

Industry SmartTerms Look Up Results

- Accounting, Consulting & Legal Services
- Advertising & Public Relations
 - Advertising
 - Advertising Agencies
 - Advertising Campaigns
 - Advertising & Public Relations Business News
 - Advertising & Public Relations Contracts & Awards
 - Advertising Expenditure
 - Major Marketing Firms
 - Online Advertising
 - Public Relations
 - Television Advertising

► Additional Search Options

Save Search Clear Search Search Now

Dialog NewsRoom - Search Results

▼ NewsRoom Title List Titles 101 - 150 of 9,643

Format Full Report Keyword In Context (KWIC)

<input type="checkbox"/> Title ▲▼	Author	Publication ▲▼	Pub. Date ▲▼	Words
<input type="checkbox"/> HOME HEATING OIL PRICES STABLE IN MASS. Home heating oil prices in Massachusetts remained stable over the last week with sales in some cases dropped by 20 percent because of warm weather an ...		BOSTON GLOBE	12 December, 1979	145
<input type="checkbox"/> HOUSE OK'S PROPOSAL TO LET STATES DECIDE ON ABORTION SPENDING WASHINGTON ...		BOSTON		
<input type="checkbox"/> REVIEW / MOVIES SHOUT' IS A BRILLIANT TALE OF TERROR THE SHOUT ...		BOSTON GLOBE	12 December, 1979	728
<input type="checkbox"/> SPORTS LOG BOXING: MALPRACTICE IN CLASSEN FIGHT CHARGED Dr. Mortimer Shapiro, a neurologist at New York's Mount Sinai Hospital and medical adviser to the State Athletic Commission, yesterday said that fight ...		BOSTON GLOBE	12 December, 1979	200
<input type="checkbox"/> POLITICAL CIRCUIT BY ROBERT HEALY WHAT WE OUGHT TO TALK ABOUT If the aim is to get the release of the hostages, as the President says, then it is time to stop dealing with the shah as an isolated piece of that ob ...		BOSTON GLOBE	12 December, 1979	942
<input type="checkbox"/> FEINSTEIN WINS SAN FRANCISCO MAYORAL RACE SAN FRANCISCO ...		BOSTON GLOBE	12 December, 1979	391
<input type="checkbox"/> THIS DAY IN HISTORY Today is Wednesday, Dec. 12, the 346th day of 1979 with 19 to follow. ...		BOSTON GLOBE	12 December, 1979	181
<input type="checkbox"/> SKY IS A HIGHWAY FOR THEM It was late afternoon when 27 ...		BOSTON GLOBE	12 December, 1979	248
<input type="checkbox"/> THE CONDO ISSUE - 3 IN A POLICY VACUUM, THE CONVERSIONS GROW (LAST IN A SERIES) Housing is a necessity of life. All the elements of a public interest justifying some degree of public control are present."- US Supreme Court,Black v ...				

Sort results by **Title, Publication Name, or Publication Date** by clicking 

WHAT'S NEXT WE ASKED OUR STAFF TO GO OUT ON A LIMB WITH PREDICTIONS FOR THE YEAR. HERE'S WHERE THEY STAND:

Boston Globe, THIRD, p E6

By **Globe Staff Robert Gavin**

28 December, 2003

Search Terms
Highlighted

At last, a year to look forward to.

2004 may well be the year in which the United States and Massachusetts regain the spring in their steps after trudging through three years of war, terrorism, recession, and a recovery that felt like a recession. Thanks to a strong finish to 2003 - including the capture of Saddam Hussein, a Dow above 10,000, and four consecutive months of national job growth - economists forecast the national recovery taking hold and generating some 2 million new jobs over the year.

The outlook is brightening in Massachusetts, too. Surging demand for computer software and equipment is reviving the critical technology sector. New companies with new products are stepping forward. Old companies are seeing profits rise.

Certainly, the New Year holds risks as well. Fears of terrorism and an intractable Iraqi occupation will continue to haunt the economy. The falling dollar and exploding federal and trade deficits threaten a return to inflation and growth-choking higher interest rates. Global competition - for both US products and jobs - will remain fierce.

Still, when considering the last couple of years, there remains an overriding reason for optimism: Could 2004 really be much worse? So, with that in mind, here's a look at the promise, problems, and challenges ahead for the business world in the New Year.

Good news, bad news

The long-suffering technology industry is poised to make a strong comeback in 2004 as consumers and particularly businesses scoop up new computers and **wireless** networking products. That's good news for the technology-driven Massachusetts economy.

Research firms are boosting their estimates of PC sales and predicting that worldwide demand for **wireless** networking gear, known as WiFi, will soar. As sales of tech devices improve, so do the prospects of the global chip industry - which expects a 19.4 percent surge in revenues - and Bay State companies like chipmaker Analog Devices Inc. and chip equipment maker Varian Semiconductor Equipment Associates Inc.

The only thing that will be missing is a lot of new information technology jobs. The US Commerce Department says the United States lost 4.8 million IT jobs during the recession, many of them permanently to lower-cost nations such as India and China. Don't be surprised if this shifting of jobs overseas becomes a hot presidential campaign issue.

Where it goes, they'll follow

A cluster of Boston-area companies are poised to capitalize on a new technology that is expected to replace the bar codes used to track and price products, and consequently transform the US supply chain, beginning next year. The technology is known as radio frequency identification, or RFID, which, instead of needing a visual scanner, uses a tiny chip or "tag" to beam data to a reader, allowing companies to easily track products from the factory through distribution to the retailer.

Driving the change is Wal-Mart Stores Inc., which is requiring its top 100 suppliers to adopt the technology by Jan. 1, 2005. The Pentagon is following, devising its own RFID plan for military supplies.

Conclusion

- The introduction of SmartTerms to Dialog Profound and Dialog Newsroom gives greater precision and accuracy to searching allowing users to retrieve more relevant market research, company information and news
- By using the Industry, Company, Subject and Location indexes, searching the database is quicker and more effective
- SmartTerms has become a standard for the indexing of other Dialog platforms, providing a unified method of retrieving content from multiple sources

Thank you