



MasterObjects Company Overview

Overview

MasterObjects, Inc. is a software development company with an international customer base and an established reputation for excellence in object oriented software design. MasterObjects' flagship product is called "QuestFields". The QuestFields software provides an out-of-the-box Information Access solution (IA) implementing a Service Oriented Architecture (SOA) for linking fields on web pages with enterprise information.

QuestFields provide a highly scalable solution for near-instantaneous retrieval of information from large content sources. Unlike other "Rich Internet Application" (RIA) solutions, QuestFields require no development or programming and include an enterprise-grade server that connects to existing databases, search engines, and other content sources.

Primary markets for QuestFields include Ecommerce vendors, information publishers, mobile platform applications, and enterprise intranet environments. MasterObjects incorporated in The Netherlands in 2004 and established its headquarters in the United States in 2006. The company has multiple U.S. and international patents pending on its QuestFields technology.

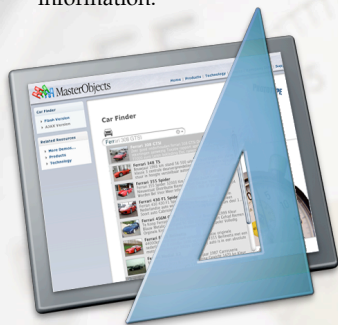
Paradigm Shifts

Major paradigm shifts are happening in the computing world:

- ✓ Users are becoming accustomed to finding information from a single field, rather than using complex search applications: It is perhaps ironic that Google is often the preferred way to find information over expensive enterprise-specific search applications. Clearly, efficient retrieval is not about the most features. It is about quickly presenting the information that users expect to find;
- ✓ On the desktop and in local area networks, information is indexed by applications like Google Desktop, Apple's Spotlight, or Microsoft Instant Search. Slowly but surely, users are being liberated from tedious manual organization and indexing;
- ✓ We are fast approaching a world where users are always online, and where central data storage is cheap. Information retrieval technology is the key to finding and using all this remote data, whether from the desktop or from mobile devices such as the iPhone.

The QuestFields Product

QuestFields, a multiple patent-pending SOA-based enterprise-grade software product by MasterObjects, provide a solution that allows ecommerce vendors, information publishers, and large-scale enterprises to leverage these paradigm shifts to provide superfast access to information.



MasterObjects' Services

"Your website is your organization's face to the world. You want to make a great first impression. And if your website is about providing information to your visitors, you want that great impression to last so that your visitors keep coming back."

MasterObjects provides various services that include website optimization to improve information access, custom development, installation and configuration.



QuestFields® the information wormhole

Typically installed in less than a day, QuestFields boost Information Access on websites resulting in increased customer conversion rates for Ecommerce vendors, better value perception for information subscribers, faster information access from mobile devices, and improved employee productivity in intranet environments.

"The QuestField alone increased customer conversion by 6.9%!"

The heart of the QuestFields solution is the QuestFields Server. It handles simultaneous requests by large numbers of users and is easily configured to query multiple content sources such as SQL databases, LDAP directories, search engines, web services, XML data, flat files, and legacy systems. Out of the box, the QuestFields Server provides highly efficient connection and user session management, automatic query selection, inter-field dependency handling, result set merging, caching, in-memory indexing, searching, load balancing and content source fail-over.

"Time saving, very intuitive, surprisingly fast and accurate."

Lightweight QuestField client software was designed to work in any technology environment, supporting AJAX and Adobe Flash and ready for future platforms. QuestFields can be integrated into commercial and open-source web development frameworks. Yet unlike most "Rich Internet Application" technologies, to leverage QuestFields no custom development is needed whatsoever. QuestFields even work in old browsers.

A robust and highly efficient new standards-based XML protocol, called the QuestObjects Protocol ("QOP"), was developed to enable client-side QuestFields to communicate over the Internet with the QuestFields Server.

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