

The fastest way to your online data

MasterObjects provides unique technologies that enable visitors to your website to find information faster and easier than ever. "QuestFields" enable lightning fast access to information on the Internet, through normal web browsers as well as on mobile devices such as the iPhone. QuestFields are linked to your existing content sources, using your existing database, search engine, or files. QuestFields also provide an optional search engine that is optimized for searching large product databases containing millions of products.

QuestFields on your website

You can place a QuestField on any web page where you currently have a normal search field. QuestFields blend in with the rest of your website, thanks to their built-in support for standard style sheets ("CSS"). Your information is presented in a results list that appears automatically, while users are entering their search query.

The layout of the results list can easily be adapted to your corporate style by your own designers, by MasterObjects, or by one of our implementation partners.

You can enhance the results list with additional information that appears as soon as the user hovers over a result row.

Browser independent

QuestFields support all popular browsers (including Internet Explorer, Firefox, Safari, Google Chrome, and Opera). Thanks to the use of Ajax technology, users do not need to install any software. We also provide a QuestField version that runs in Adobe Flash, supporting even older browsers that lack support for Ajax. Thanks to wide browser support, QuestFields are ideally suited for use on your consumer oriented websites.

New: Mobile QuestFields

Information published on your website through QuestFields can also be made available to users of mobile devices such as the iPhone. Mobile QuestFields are extremely small, so that your web pages appear in a matter of seconds. With mobile QuestFields, your users find information after typing just a few characters. Thanks to a highly optimized protocol, the speed at which this happens is astounding, even over slow wireless connections.

Because Mobile QuestFields automatically adapt to the look and feel of "native" applications, you do not need to develop a separate application for each type of mobile device.

QuestField solutions

You can easily add QuestFields to your current web applications. This immediately enhances the user friendliness, speed, and scalability of your site.

The "ProductFinder QuestField" enables faster access to your products database by connecting to your current database, search engine, or files.

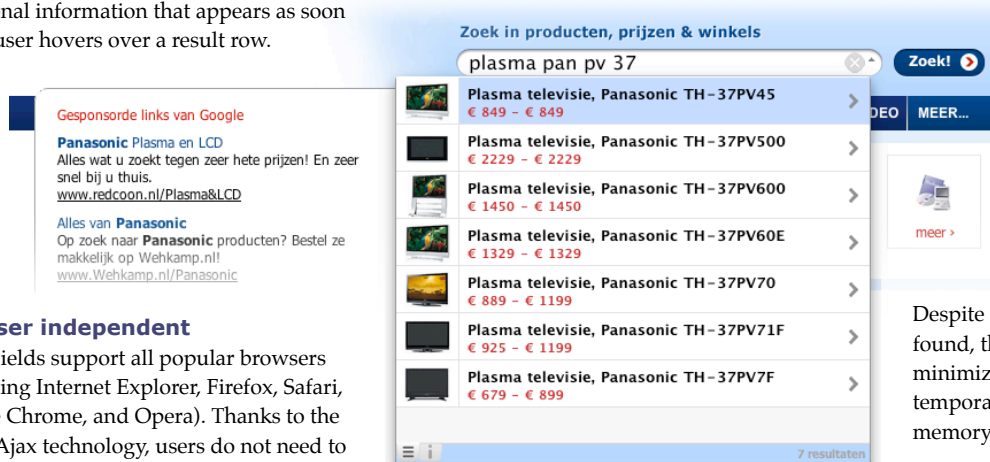


Not only can products be found by name, title, or description, but also by category, product number, or any other database criterion. The MasterObjects framework also allows us to display product ad slides that fade in and out on the mobile home screen.

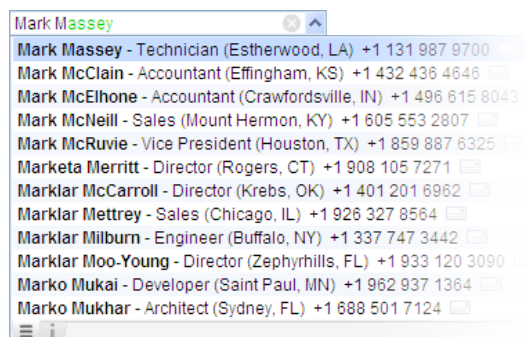
The "PeopleFinder QuestField" is linked directly with your corporate directory, enabling users of your website, intranet, or mobile applications to easily and quickly find contact information.

PeopleFinder QuestField queries are amazingly fast. Results appear within a second after entering just a few characters of any combination of first name, last name, city, job, or any other criterion.

Despite the high speed at which results are found, the load on your corporate directory is minimized because the QuestFields Server temporarily caches your information in memory.



QuestField users find your products at unprecedented speed: Products appear within a second, without the need to navigate through pages on your site first.



Your products, found in an instant

Provide access to your corporate information

Your corporate information can be made available through QuestFields, too. QuestFields are linked to your databases through standard interfaces (such as SQL and LDAP). MasterObjects also provides an open interface (API) that enables programmers to link QuestFields to literally any content source.

QuestFields were designed so that they can be added to your site and maintained by your own designers and application managers. In many cases, no programming is required.

How QuestFields work

QuestFields are small components that are added to your website, without changing its current structure. No changes are needed to your Content Management System (CMS), databases, search engines, etc.

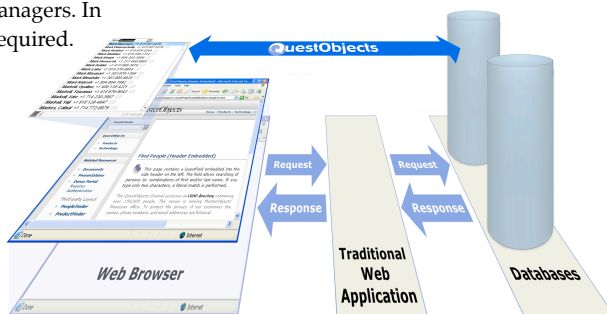
The QuestFields Server application

The QuestFields Server application runs alongside your existing web server, either on the same or on different hardware. The QuestFields Server is based on "Service Oriented Architecture" (SOA) and is comparable to your current server processes, such as your web server, database, or search engine. The QuestFields Server enables ultra-efficient, faster, and easier information access to many simultaneous users. The QuestFields Server adds to the capabilities of your current database and search engine, and thus leverages your existing investments.

Content channels

On the QuestFields Server, you define "content channels", each of which accesses information from one or more of your content sources.

Each content channel uses one or more native queries to access your content. This enables a single QuestField to provide access to multiple content sources using various search criteria.



Unified information access

Through an efficient, standards based XML protocol, your information is transferred to the users in small packets. This results in groundbreaking speed and low network load. To the users, it feels like your full database is already on their local computer or on their mobile device.

Content channels on the QuestFields Server are interactive "Web Services" that can be reused in multiple applications. Your information is easily accessible regardless of whether this is from a search field, an input field, or from your mobile website.



Customization and total solutions

Our certified full-service implementation partner Crimsonwing designs, develops, delivers, and supports reliable custom and total solutions that benefit from QuestFields technology.

Crimsonwing's 220 IT specialists provide solutions to blue chip clients from offices in the U.K., the Netherlands, and Malta. The range of applications Crimsonwing delivers includes eBusiness solutions designed for trade customers (B2B, B2C), ERP systems that can extract the clearest possible business information, and fully bespoke applications for a variety of business needs.

For more information, call Crimsonwing's QuestFields specialists in the Netherlands (+31-35-655-4433) or visit www.crimsonwing.com

You can publish the same information through QuestFields using various list layouts. Publishing once, means that your data can be found anywhere. If one of your content sources changes in the future, you can simply change the corresponding content channel configuration with no need to change any of your client applications.

Improve customer conversion

QuestFields were developed to work alongside other functions on your web pages. You can offer your visitors a "mash-up" of powerful functions that increase the usability of your site, and thus increase customer conversion rates and improve loyalty.

About MasterObjects, Inc.

MasterObjects provides software products based on the unique QuestFields technology, for which multiple U.S. and international patent applications were filed since 2001. MasterObjects is headquartered in San Francisco. Our European sales and support office is located in Maarssen, the Netherlands.

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