



May 24, 2012

Navigating a New Course In Search — Introducing Yahoo! Axis

Seamless Across Multiple Devices, Axis Re-defines Searching and Browsing

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Yahoo! (NASDAQ:YHOO), the premier digital media company, today announced the availability of [Yahoo! Axis](#), a new experience that re-imagines how people search and browse on the web. Axis offers the only search experience that allows you to enter your search, see and interact with visual results, all without ever leaving the page you are on. Axis seamlessly integrates with your favorite desktop browser and automatically connects your online experiences across multiple devices. Axis is available today for download across iOS devices and as a desktop plug-in for HTML5-enabled [browsers](#).

"Our search strategy is predicated on two core beliefs—one, that people want answers, not links and two, that consumer-facing search is ripe for innovative disruption," said Shashi Seth, senior vice president, Connections, Yahoo! Inc. "With Axis, we have re-defined and re-architected the search and browse experience from the ground up."

Visually rich, Axis provides an easy and efficient cross-device experience that today's connected consumers want:

- **Smarter, Faster Search with Rich Design:** Axis gives people instant answers and visual previews so they can continuously discover and explore content without interruption. Axis' sleek design keeps people moving forward rather than constantly returning to a page of endless blue links. Once on a search results site, Axis also lets people simply swipe or click to the next result.
- **Connected Experience:** Axis allows people to move seamlessly across devices. Upon downloading Axis, people can start a search on their computer, flip through the results while out on their iPhone, and finish the search at home on their iPad. Content can be easily shared by email, Pinterest and Twitter.
- **Personalized Home Page:** After signing in with Yahoo!, Google or Facebook credentials, Axis centralizes online lives with a customizable Home Page that provides direct access to their favorite sites, saved articles and bookmarks across all devices where Axis has been downloaded.
- **Standalone Mobile Browser, Desktop Plug-In:** On iPhone, iPad, iPod touch, Axis serves as a standalone mobile browser app. On the desktop, Axis is a browser plug-in that works with Firefox 7+, Safari v5+, Internet Explorer 9 and all versions of Chrome.
- **Innovative Technology Backbone:** Axis is built upon the [Yahoo! Cocktails](#) mobile development platform, which is designed for creating deeply personalized products that are built for connected devices first. Comprised of [Mojito](#), an open source JavaScript MVC framework and Manhattan, a cloud-based hosted environment, Cocktails is a blend of open, standard web technologies including HTML5, CSS3, JavaScript and Node.JS.

To learn more about Yahoo! Axis and download the desktop plug-in, visit [the Axis microsite](#) and our company blog, [Yodel Anecdotal](#). The new Yahoo! Axis App is available for free from the App Store on iPhone, iPad and iPod touch or at www.iTunes.com/appstore/.

About Yahoo!

Yahoo! (NASDAQ:YHOO) is the premier digital media company, creating deeply personal digital experiences that keep more than half a billion people connected to what matters most to them, across devices and around the globe. And Yahoo!'s unique combination of Science + Art + Scale connects advertisers to the consumers who build their businesses. Yahoo! is headquartered in Sunnyvale, California. For more information, visit the pressroom (pressroom.yahoo.com) or the company's blog, Yodel Anecdotal (yodel.yahoo.com).

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Source: Yahoo!

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