

# A PERSONALIZED WWW IMAGE-TEXT SHOPPING ENGINE A CASE STUDY ON CELLULAR PHONES

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## ABSTRACT

AS THE RAPID GROWTH OF APPLICATIONS WITHIN THE INTERNET AND WWW, GRAPHIC AND IMAGE FILES ARE WIDELY USED IN MULTIMEDIA WEBPAGES. THUS, THE WAY OF EFFECTIVELY MANAGING AND RETRIEVING WEBPAGES WITH IMAGE FILES HAS BECOME AN IMPORTANT ISSUE TODAY. ALTHOUGH THERE ARE A FEW SEARCH ENGINES AVAILABLE, E.G., YAHOO'S IMAGE SEARCH ENGINE, ALTAVISTA, INFOSEEK, THEY CANNOT COMPLETELY MATCH USERS' DEMANDS BECAUSE OF IMPRECISE RETRIEVAL RESULTS. IN ADDITION, A MANUAL UPDATE OF WEBPAGES USUALLY MAKES SO SLOW AND SMALL AMOUNT OF DATA ACCESSIBLE IN THOSE SEARCH DATABASES. THEREFORE, A QUICK WAY OF RETRIEVING RELEVANT WEBPAGES WITH IMAGE FILES IS PURSUED AND REPORTED IN THE RESEARCH.

Keywords : INFORMATION RETRIEVAL, WWW, FUZZY LOGIC, PERSONALIZED SHOPPING ENGINE

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