

Computer Pundits Corporation Files for New Patent on Company's eCommerce Platform's Search and Content Management Functionality

Capitalizing on their commitment to ongoing product development and innovation, leading Minneapolis, MN based software developer adds 6 additional patent claims to their list of unique functionality for automated, cross-media catalog publishing. The company was awarded a patent with 35 claims by the U.S. Patent Trademark Office in 2010 for technology innovations concerning automated, data-base driven design and publishing of print and web-based catalogs.

(Minneapolis, MN) June 18, 2012—Computer Pundits Corporation, developer of Catalog Builder® and eCommerce21™ software and the leading supplier of cross-media catalog solutions, today announced it has filed for a U.S. Patent for the unique functionality of their eCommerce21™ software.

"We are always innovating, and are proud to be able to offer our customers the one-of-a-kind functionality these patent claims represent," stated Prashubh Batham, President and Founder of Computer Pundits Corporation.

The patent will protect the technology innovations of the company's eCommerce platform as well as its core Content Management System (CMS). The patent concerns both unique search functionality as well as database content management functionality for the design and publishing of web-storefronts in an automated fashion from a database of product information. The patent was filed on June 18th, 2012.

The patent has 6 claims. Some of the specific areas it covers include:

- Dynamically generated specification search
 - The eCommerce21™ software reads what information is available in a database to automatically create corresponding search boxes within the end-user GUI.
- Dynamic Image Sizing
 - From one picture file in the database, eCommerce21™ automatically creates different resolution and sized pictures for different views on the end-user GUI—e.g. thumbnail, large page, half page, etc.
- Dynamically generated drop-down menus
 - eCommerce21™ automatically creates appropriate drop-down menus for search criteria on the end-user GUI that corresponds with available information within the database.
- Global Filter Handling
 - From within the database, certain items can be flagged to be filtered, showing only a certain subset of information on the end-user GUI.
- Multi-Store/Multi-Company Management of Web-Storefronts
 - The Multi-Store management module of eCommerce21™ allows multiple, unique eCommerce micro-sites to rely on a common database and coexists on the same infrastructure, sharing data and business logic to ease operation and management from a single point of control.
- Enhanced Search by Relevance
 - Adding to Google-like keyword matching, eCommerce21™ categorizes search results, recognizes synonyms within search, and can filter those results according to user input.

These patent-pending functions create a uniquely fluid user experience allowing eCommerce customers to find the information they are looking for quickly and easily, making online-sales easier for both vendor and customer. In addition, these functions add to the company's existing patent awarded February 25th, 2010, with 36 claims making it possible to create and manage professional-quality catalogs in-house, without graphic design or programming skills.

About Computer Pundits Corporation

Computer Pundits Corporation develops and markets their Catalog Builder suite of software, catalog-ready content, and a suite of services for businesses that want to present and manage their product information in more efficient and innovative ways. Well known customers include Carrier, Nordyne, Rheem, Radio Shack, and Motorola.

The Catalog Builder software suite, which includes Catalog Builder Print, Catalog Builder Online, Catalog Builder Snap, and eCommerce21™, is the leading in-house catalog design and management system for cross-media publishing. It automates the process of producing full-line and specialty catalogs in multiple formats including print, Adobe PDF, browser based CD-ROM, Mobile Media, and Web-Storefront eCommerce sites.

Modular pricing and a user-friendly interface make the software popular with small businesses, while robust features like Adobe InDesign integration, Workflow Management, and backend integration with popular ERP systems like Microsoft Dynamics®, Infor SX.enterprise, Epicor® Eclipse and Prophet 21®, and Mincron Systems, appeal to large enterprises.

Visit www.ComputerPundits.com, or www.eCommerce21.com to learn more.

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