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## **Smarter, Faster, Better Browsing**

*Forget everything you thought about browsing*

"Today your browser sees the web as just codes and HTML. It doesn't really understand that pages contain interesting objects like cars, movies and wines. It doesn't know what you like and can't personalize your web experience. We think that this is about to change. We think that the next generation browser is going to be smart, content sensitive and focused on semantics". This is what Alex Iskold (CEO and founder of Adaptiveblue) said at the Blueorganizer Fall Demo Presentation. He also said that the next generation browser will help you get things done faster and better. Shortly after this introduction, the CEO proceeded to the actual demonstration of what can the little Blueorganizer do for its users. I must say I was impressed by the extension that indeed changes the standard conception about web browsers. I decided to try the little fellow to see what it can do. So I proceeded to installing the extension into my Firefox. After doing this, I spent about two minutes looking for a sign of the improvement I gave to my browser. Finally, I noticed two elements that were out of the ordinary. These were a little blue folder and a concentric square, right in front of the search bar. At hovering the mouse pointer over the square, I read "bluemark this page!" and on the blue folder appeared a text giving me the shortcut keyboard for Blueorganizer. Launching the extension, I realized that I was no longer in Kansas and I completely forgot all my thoughts. The first sign of Blueorganizer on your computer is when you highlight a title and right click. A new option appears in the menu: bluemark. Blueorganizer is so smart that it will immediately identify the element. Do not expect it to recognize who knows what crosses your mind. But try it on the title of a movie and you will see the result. The Add movie will be displayed and it will show you the title, the director, starring actors, as well as a tags window you can edit and a window for you to add a few words that describe the movie. The interface of this little extension is super easy to use and I cannot imagine a person that encounters problems in managing it. It will open in the left side of your web browser and the first option is called Collection. It comprises the categories of your searches, such as Apparel, Books, Electronics, Movies, Music, Restaurants, Software, Video Games, and even Wines. Next is the Filter bar that allows the user to filter the bluemarks according to certain criteria: Things I like, Things I love etc., or by the tags. Right under this bar there is the Search bar that helps you find easier the desired bluemark. The most part of the interface is covered by the bluemarks themselves and at the bottom of the window (bottom bar) the user will discover the extension's options, service integration and publish RSS. The Setup options come in a pack of seven and they include account settings (you need an account to log into adaptiveblue and to make suggestions and changes), collection settings (select the categories that you want to be displayed in the Collection bar and send suggestions); the auto bluemark feature is designed to automatically bluemark a web page if it has been visited more than at least three times. Smart Filter is an option whose purpose is to help you find the items in your collection. The filters can be edited and you can add some new ones. Import and export feature allows the user to send all the bluemark collections into a separate folder on your computer. Importing is for adding new bluemarks (a friend's or somebody else's). Delete account option is self explanatory. If you paid attention, you may have noticed that I skipped one option, and that is the Action Settings. Each bluemark has a little icon in the upper far left side with a little down arrow. If you click on it, a drop down menu will be displayed and the options in here are Search, Manage and Tags. In Manage, there are some other three submenus and one of them is Action. This will tell Blueorganizer what kind of search should be performed on the Internet (look for software, rent things, blogs, restaurants, toys, music, electronics,

hardware, cars, definitions etc.) and you get to select the websites where the search is being performed. The Setup Service Integration option is designed to import all the bookmarks you have in your web browser and display them as bluemarks instead. The del.icio.us integration functions the same way, only the bookmarks added will be from del.icio.us. **The Good** Blueorganizer gives you the chance to move faster and choose smarter in a world where electing the right thing has become a real hazard. It will give you all the information you need about a wide range of things. You can now search for wines that have similar features. The rating option is very useful, especially when it comes to movies or restaurants. **The Bad!** bluemarked The Hoax and the Blueorganizer did not show me the director and the starring actors. I wish I could tamper with some of the bluemarks and add by myself the missing information (director, starring actors, thumbnails, etc.) **The Truth** This little blue fellow enriched my Firefox in a way I did not imagine before. My searches are now more accurate and I no longer lose time looking through a myriad of useless stuff. Now all my searches are directed, but only to the items of interest. The application is young and needs improvement, but it is very precocious and it saves a lot of time with your searches. One has to appreciate the open mindedness of its developers, as you can always make suggestions for adding new collections or new search engines. Way to go guys!!! Sorry I answered your request so late. *Here are some snapshots of the application in action:*