



Anboto chosen as the world's best "start-up" in the international ranking Innovate! 2010

- Innovate! selects on an annual basis the 100 world's best start-ups
- From Anboto they have emphasized "its exponential growth, enormous global vision and the passion they dedicate to the development of its activities"

Bilbao, 9th December 2010.- [Anboto](#), company world leader in the development of a customer service technology that has revolutionized the eCommerce industry, has been named the world's best "start-up" in the [Innovate!](#) 2010 ranking that selects the world's best 100 "start-up" companies on an annual basis. This is the list of outstanding and fast-moving startup companies from around the world, and it was developed after more than 30 Pitch Slam events on five continents over the past 10 months, as part of the Innovate! 2010 program.

Innovate! is a technological ranking that is organized by Guidewire Group, a north American business advisory firm. Entrepreneurs, large technological firms and venture capital meet together with the objective to accelerate the access of new products and solutions to new markets in the IT sector. Thanks to Innovate! Companies such as Salesforce, VMware o WebEx have been discovered.

During this year more than 1,000 companies from around the world have been analyzed and more than 30 events have been held in Los Angeles, Boston, Paris, Texas, Milan, Amsterdam or London to choose the best start-up company of the year. The final meeting took place yesterday in Zaragoza, where Anboto has been selected as the most promising technological start-up company worldwide.

To select the companies the so called G/Score is used, it was developed by the team of analysts from Guidewire Group together with Chris Shipley, considered as one of the most influential persons in Silicon Valley, it is a standardized and scalable methodology that provides a precise and transparent analysis to evaluate the commercial feasibility of start-up companies, as well as their execution, equipment and business model.

The awarding jury, made up of more than 100 representatives covering all innovation areas among which are names like the consultant Erica Lee, Chris Shipley, director of Guidewire Group, Kimberlie Cerrone, the attorney responsible for launching Yahoo! in the stock exchange or Michele Mesinna, president of the consulting firm Explora. The judges have distinguished from Anboto its " great exponential growth; an enormous global vision, which is allowing the company to open offices in Bilbao, Boston, Mexico, Chile, San Francisco and London; as well as the passion that they dedicate to the development of their activities ".

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For Xabier Uribe-Etxebarria, Anbotó's founder and CEO "that the company has been selected as the best start-up company of the world is a recognition to all the effort that we have been doing since 2008. With our Virtual Assistants we are revolutionizing the world of eCommerce and that a ranking as important as this one has chosen us means that we are going in the right direction"

Anbotó's technology, which is unique in its sector, and has been catalogued as fifth generation by the prestigious consultant Gartner, makes a free and natural dialogue between users and computers possible. Thanks to this, it has revolutionized the world of e-Commerce and the Internet customer service systems

The main difference with other virtual assistants is that the one from Anbotó does not make use of keywords that only provide a small semantic understanding and only give an answer when what is entered by the user matches exactly with what exists in databases. The virtual assistant developed by Anbotó goes beyond this and analyzes the semantic and ontology of the user phrase and it is capable of understanding the user queries generating a dialogue simulating a human one.

About Anbotó

Anbotó is a newly created technologically based company that appears with the firm intention of delivering technological innovative solutions orientated to the interactive, easy and intelligent interrelationship between consumers and computational machines. Anbotó's principal aim is to provide solutions that replicate in the more common daily aspects the human to human relation in the communication between people and technological devices by means of the development of Virtual Assistants and Conversational Systems. Based on the Processing of Natural Language, its solutions guarantee speed and quality in the answers and promote improvement in individual and business productivity. In addition to improving accessibility and allow egalitarian access to man-machine communication and to sources of information to disabled persons. Anbotó is considered to be the world's best "start-up" company of 2010 by the Innovate!100 ranking.

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