

SneakCast to Go Live Today

Competition in this Field of Search is Still Growing, we'll make it interesting

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SneakCast becomes India's first 'Video Search Engine'. The atmosphere at SneakCast is electrifying but everyone has a mixture of emotions in them, as SneakCast' goes live on 25th September, 6:00 AM (EDT).

SneakCast is a video search engine with a different algorithm behind it. The efficiency of searching through a huge database is excellent. The company goes head on with players already in the industry such as Blinkx (BLNX.L), Truveo and Dabble. The creators of SneakCast boast of the most powerful algorithm under its hood and have the guts to compare itself to Google.

'We have been testing and re-testing every single part of our home grown algorithm to make it rock solid, this is what we have finally attained.' said Utkarsh Sinha Founder and CTO. The search engine company is poised to take advantage of the booming streaming media market and the increasing broadband connections.

SneakCast is different from its competitors because it ranks its search results by a combination of factors such relevancy, popularity to name a few. The team at SneakCast has several other features in pipeline and will be released with time, in order to suit the user's search pattern. 'We are all open to our users, we are not hiding any information from them and they have the right to question every move we make. This is because we keep our users before ourselves.' said Mr.Sinha.

The company has been bootstrapping from the start and is currently seeking funding from VC's and angel investors. Hence, a video search engine strong at its core and its ethics is all set to lure users and customers alike from all over the world.

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SneakCast.com - the company was formed in April 2007 on the sole concept of media for online viewers with a twist. Its foundation is based on a core engine developed by the company to drastically enhance its user's search experience. Hence, the company developed a unique way of providing and allowing its users around the globe to enjoy online media content at its best. As the multimedia search engine industry is still in its developing phase, *SneakCast.com* has made its top priority to enter early in the market and capture a major share in the internet community, hence strengthening its foothold for future developments/expansion. A strong support from our technical team and the management will help the company to penetrate Indian and the global markets.

For more information, Please contact:

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Founder & CTO - SneakCast

You can also visit www.sneakcast.com for more information.