



SLI Systems Granted Auto Complete Patent

*E-Commerce Site Search Auto-Complete Invention Learns from User Behavior
To Suggest Relevant Results and Keywords as You Type*

SAN JOSE, Calif. – October 25 , 2016 – [SLI Systems](#) (SLI.NZ), a global leader and provider of e-commerce services for mid-to-large size Internet retailers and B2B sites, today announced it has been awarded another patent by the United States Patent and Trademark Office.

The invention encompasses methods to show keywords and products as shoppers start typing, reducing the number of steps, or the amount of time it takes for a shopper to access relevant results. The result is increased sales.

The new patent granted to SLI Systems, number [US20120265756](#), was originally filed in 2010 as a result of the development of the pioneering SLI Rich Auto Complete™ solution.

At that time SLI offered auto-complete, which showed keywords as they were typed. It was very useful for helping with query formation, reducing errors and adding a little serendipity to the search experience. But SLI's customers wanted more. They asked if we could show products as they typed as well.

The first version of the product showed fantastic results as documented in [our blog in August 2010](#). A third of the people who searched used the associated drop down menu and they converted at twice the rate of those who didn't. Meanwhile, average order values increased 17%.

SLI has continued to improve the product. A major enhancement last year significantly improved the capabilities on mobile devices, which have become so important for e-commerce in recent years.

Dr Shaun Ryan SLI's Co-founder and Chief Innovation Officer is listed as the inventor on the patent.

Dr Ryan said: "I'm very proud of what the team has achieved with this product. It demonstrates the industry leadership that we have shown for many years. A month after we published our blog Google bought out their [Instant Search](#) product. The e-commerce industry has followed and this is now a standard feature on many e-commerce sites. This patent puts us in a strong position with respect to our competition who watch what we do and try to copy."

About SLI Systems

[SLI Systems](#) (SLI.NZ) enables the world's leading e-commerce retailers to accelerate sales by connecting shoppers with the products they're most likely to buy. With offerings that include site search, navigation, merchandising, mobile, product recommendations and user-generated SEO, SLI is the most chosen cloud-

based site search provider to U.S. Internet Retailer Top 1,000 retailers. The company's patented technology continuously learns from the actions of visitors to deliver the most relevant results possible. Whether via PC, tablet or phone, a site powered by SLI delivers the kind of satisfying search experience that increases conversion rates, secures brand loyalty and results in higher order values. SLI operates on five continents. For more information, visit www.sli-systems.com.

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