

SEMINAR PRESENTATION

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SIT22CS034

Search Engine Optimization

- ▶ SEO stands for Search Engine Optimization
- ▶ Practice of increasing the quality and quantity of website traffic
- ▶ Targets unpaid traffic (also known as "organic" results)

Meta Search Engine

- ▶ Aggregates results from multiple search engines (e.g., Google, Bing, Yahoo)
- ▶ Does not maintain its own index
- ▶ Examples: Dogpile, Startpage, DuckDuckGo
- ▶ Advantage: broader coverage, better privacy

Fuzzy Logic

- ▶ Logic system allowing values between true (1) and false (0)
- ▶ Mimics human decision-making with degrees of truth
- ▶ Used in AI, robotics, washing machines, climate control
- ▶ Supports uncertain or imprecise data

Natural Language API From Google Cloud

- ▶ API to process and analyze human language
- ▶ Features: entity recognition, sentiment analysis, syntax analysis
- ▶ Supports multiple languages
- ▶ Integrates with other Google Cloud services

NASA Laser Broadband Communication Technology

- ▶ Optical communication (instead of traditional radio waves)
- ▶ Higher bandwidth, lower latency
- ▶ Up to 100x faster data rates
- ▶ Missions: LCRD, DSOC, Artemis

Helidon Technology

- ▶ Lightweight, cloud-native framework
- ▶ Supports microservice architecture
- ▶ Based on Java SE and reactive programming
- ▶ Two versions: Helidon SE (reactive) and Helidon MP (MicroProfile)

Blue Brain

- ▶ Initiated by EPFL (Switzerland)
- ▶ Goal: simulate mammalian brain at molecular level
- ▶ Uses supercomputers for 3D brain models
- ▶ Aims to understand consciousness, memory, diseases

THANK YOU.....