

For immediate release

Meet Brook, Siri for yachts

Monaco, 19th November 2015 - Following months of development and testing, our team is happy to introduce Brook, the first **artificial intelligence** for yachts. Brook has been designed to create an open and interactive way to answer yacht related questions lightning fast.

Brook can handle a virtually unlimited amount of questions thanks to its connection to our leading database. Through a simple chat interface, users can ask Brook about anything from looking up yacht specs to performing complex, long-tail searches.

Thanks to our new AI, users can now search in a way that truly reflects the technical capabilities of today's world and of the Yacht Harbour team. For **example**, Brook can tell you what is the biggest yacht built by Lurssen currently for sale or what is the fastest yacht designed by Terence Disdale.

'There is a clear shift in search to a more fluid, interactive experience.' said Dimitri Semenikhin, Founder of Yacht Harbour. 'When searching for yachts, people want the flexibility of a human conversation and yet they expect instant results on their own time. This is where Brook matches a real need for an experience that is no longer cluttered by required parameters. In yachting, customers often know what they want and Brook plays a crucial role in getting those customers to the yachts they want much faster than any other system would.'

When building Brook, the development team has created an infrastructure that will autonomously expand as our users interact with it. This means in other terms that Brook has the ability to learn an exponential amount of trivia by himself and that over time he'll leave no question unanswered.

Yacht Harbour has developed this AI system **in-house** to help in its objective to make yacht search more accessible to potential yacht buyers. We expect Brook to be extremely popular amongst a variety of target audiences. During a week-long testing period in the US, we're happy to report that Brook has managed to successfully answer in excess of 80% of all questions asked.

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Direct link to Brook : <http://yachtharbour.com/ai/>

About Yacht Harbour

Founded in December 2014 in Monaco to be a customer-facing platform for yachting, the company currently has over 5.5 billion dollars worth of yachts for sale on YachtHarbour.com.

The company has encountered early success through a wide base of social media fans. Currently, Yacht Harbour's channels reach over half a million interactions each month. In August 2015, the company started providing data directly to search engine, DuckDuckGo through its API and became the only yachting portal to provide information to users directly within search engine results.

In July 2015, the company opened a second branch in Moscow, Russia with offices at 21/5 Kuznetskiy Most Street to handle the operations of its website in russian language.

For more information

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Note : The web-based voice feature is powered by the ResponsiveVoice API.