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(71) Applicant *(for all designated States except US)*: **AMADEUS S.A.S** [FR/FR]; 485, route du Pin Montard, Les Bouillides BP69, F-06902 Sophia Antipolis Cedex (FR).

(72) Inventors; and

(75) Inventors/Applicants *(for US only)*: **ALMEIDA, Fédéric** [FR/FR]; Domaine du Camperousse, 8, allée du Serpolet, F-06130 Le Plan de Grasse (FR). **LEVECCHIA, Claudio** [IT/FR]; 68, chemin de la Bastide, F-06410 Biot (FR). **SCHAFF, Clovis** [FR/FR]; 25, rue de la Soulane, Résidence Mougins le Haut, F-06250 Mougins (FR).

(74) Agent: **ANDERSON, Angela**; Murgitroyd & Company, Immeuble Atlantis, 55, allée Pierre Ziller, F-06560 Valbonne Sophia Antipolis (FR).

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(54) Title: IMPROVEMENTS IN OR RELATING TO SEARCHING TECHNIQUES

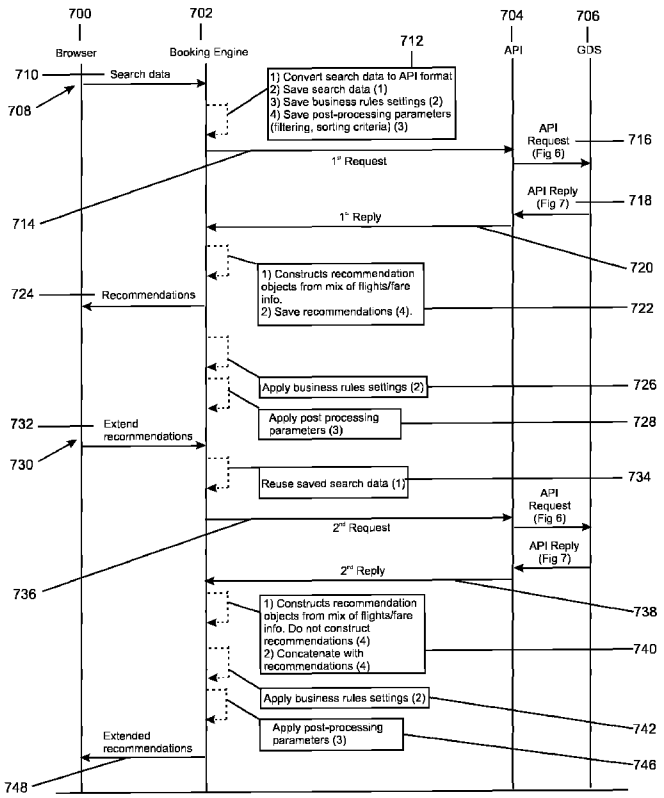


FIG. 7

(57) Abstract: A method of online searching for a service or product, the method comprising: obtaining a first search request from a user, the first search request including a set of search criteria; storing the set of search criteria at a predetermined location; searching for a service or product which matches the set of search criteria; generating a first set of recommendations of a service or product which matches the set of search criteria for communication to the user; storing the first set of recommendations; generating a second request to change the range of one or more of the set of search criteria of the first search request in a predetermined manner; retrieving the set of search criteria from the predetermined location to form the basis of the search criteria for the second request; changing the or each search criteria of the set of search criteria in said predetermined manner to form an changed set of search criteria; searching for a service or product which matches the changed set of search criteria; generating a second set of recommendations of the service or product which matches the changed search criteria for communication to the user; concatenating the first set of recommendations with the second set of recommendations to form a concatenated set of recommendations having a predetermined result profile.

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