

## Yewno Appoints Publishers Communication Group to Drive Sales

**Boston, MA, DATE 2017** – Yewno, a leader in AI technology has appointed Publishers Communication Group (PCG) as its exclusive sales agent covering the United States, Canada and Europe to sell Yewno Discover and Yewno Uneath.

Yewno technology uses a mix of artificial intelligence, machine-learning and computational linguistics to analyze high-quality content to extract concepts and discern relationships and to make large volumes of information more effectively understood. This base technology is used across Yewno’s product lines.

Yewno Discover allows researchers and learners to easily and intuitively explore a visual set of connections across a comprehensive research landscape, even in unfamiliar interdisciplinary fields. Using the same next-generation technology, Yewno Uneath provides publishers with equally sophisticated concept mapping. Publishers can quickly and easily see a hierarchy of their own content at the chapter and title level, across a portfolio of multiple products on Yewno Uneath’s user-friendly interface.

“We now have customers in six countries and demand continues to grow, so we are delighted to be working with PCG to support our sales in North America and Europe. Their existing relationships and sales experience make them an obvious partner” commented Ruth Pickering, Chief Strategy and Business Development Officer.

This latest agreement follows recent successes for PCG in working with innovative technology partners within the publishing industry such as Arm Education Media and RedLink.

“Working with the award-winning Yewno organization is a great testament to the ability of the PCG team to pick up and run with new innovation, and to leverage our long-established

connections within the publishing industry to ensure success for our clients. We are very proud that Yewno have chosen us.” comments Melissanne Scheld, Managing Director of PCG.

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### **About Yewno**

Founded in 2014, Yewno is helping the world to uncover the undiscovered through its new inference engine, which introduces an entirely new approach to knowledge discovery. Mimicking the human brain, the Yewno inference engine incorporates machine learning, cognitive science, neural networks, and computational linguistics into an intelligent framework to enhance human understanding by correlating concepts across vast volumes sources. Headquartered in Redwood City, CA, and with offices in London and New York, Yewno is backed by leading investors including Pacific Capital and currently has numerous partnerships across top research universities, publishers, the finance sector and content aggregators worldwide. Yewno was recently named Outsell’s 2017 Emerging Company of the Year, and was chosen from among 250 major disruptors in the global information industry.

[www.yewno.com](http://www.yewno.com)

### **About PCG**

Publishers Communication Group (PCG), an Ingenta company, is an internationally recognized sales and marketing consulting firm providing a range of services designed to support and drive your sales strategy. Established in 1990 and headquartered in Boston (USA) with offices in Oxford (UK), São Paulo (Brazil), New Delhi (India) and Beijing (China), PCG’s global presence continues to grow to better serve the needs of the publishing industry. Founded as an independent entity, PCG was acquired by digital publishing pioneer Ingenta in 2001, which preceded the merger of Ingenta and VISTA International in 2007. The resulting AIM-listed Ingenta is today the largest supplier of software and services to the publishing industry.

### **For more information, please contact:**

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