

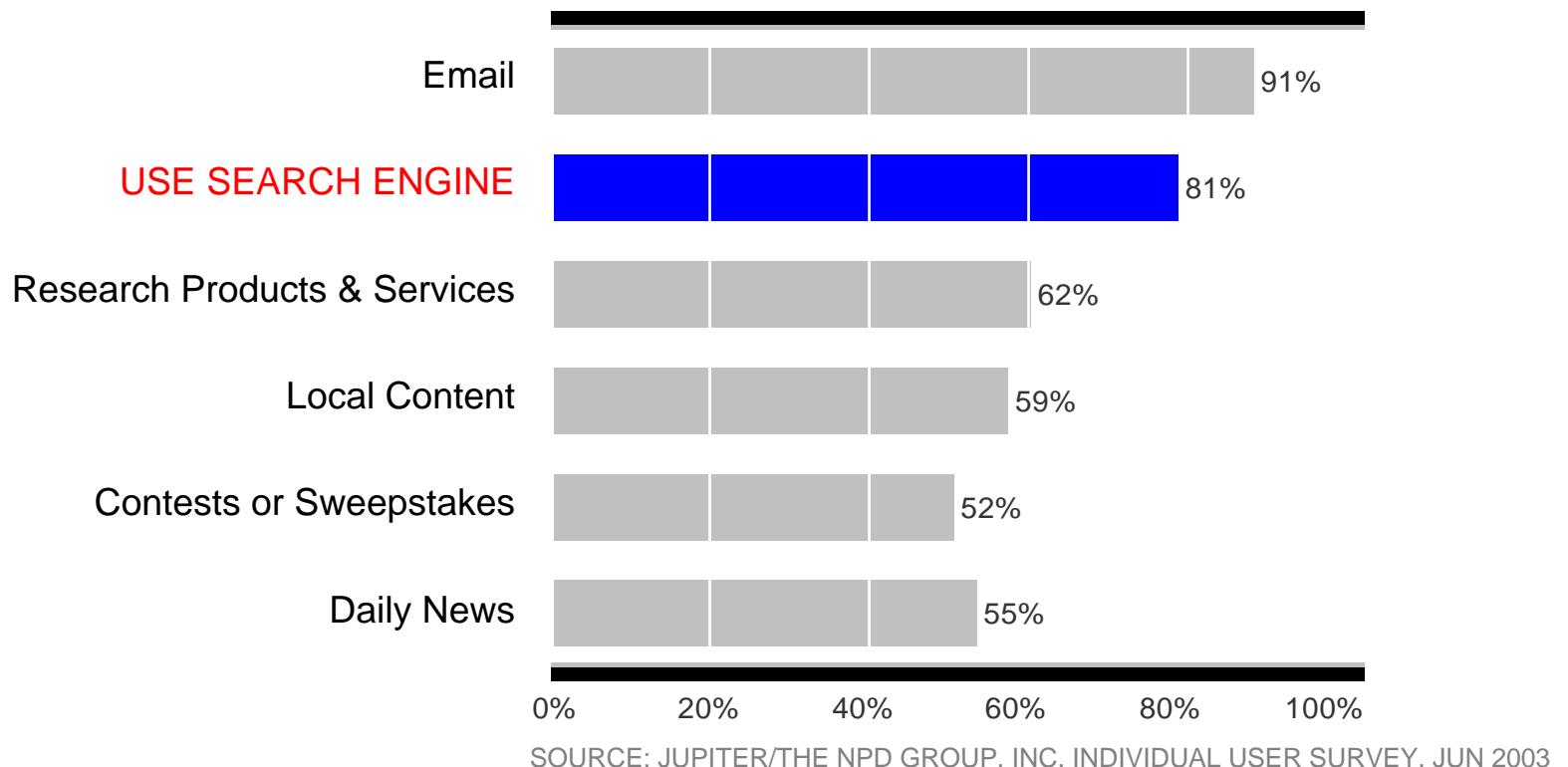
Google @ **INMA** Classified Conference

.....
10th of March 2005
Maurice Pothof
Sales Manager Google Benelux



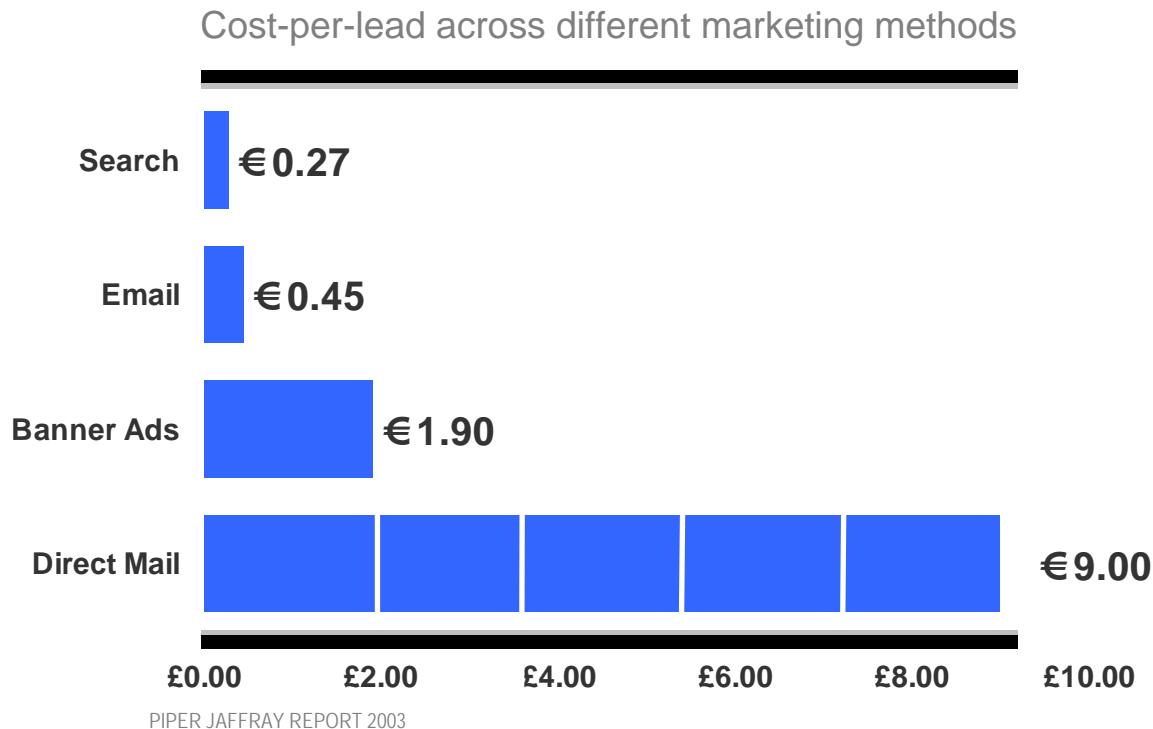
Organize the world's information
and make it universally accessible
and useful

Online Population is Searching



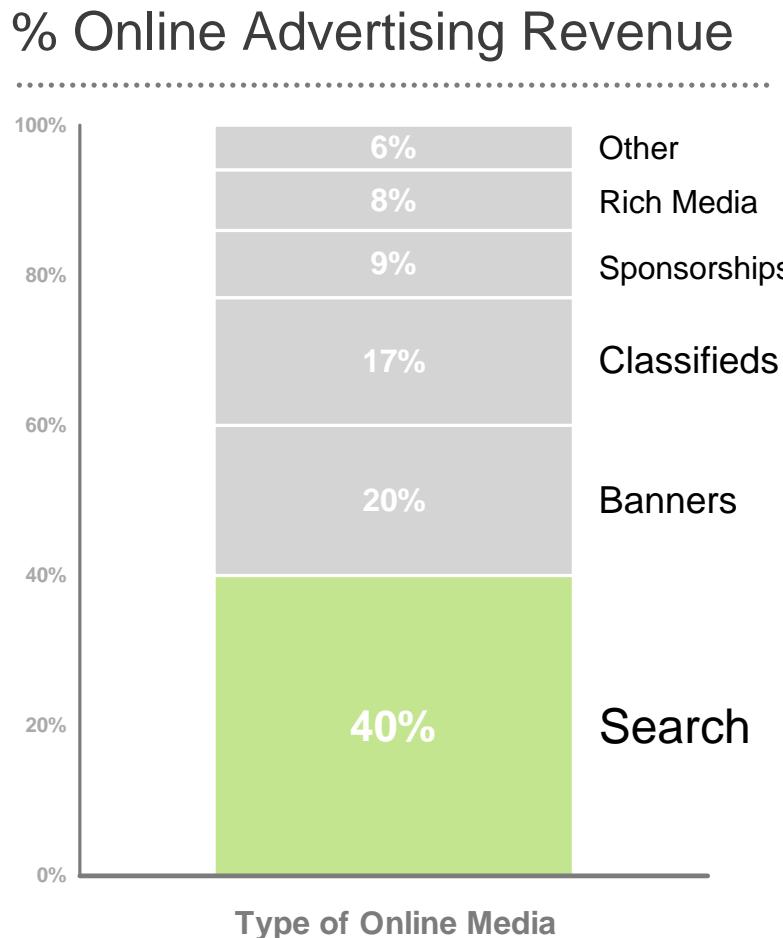
- Search is the #2 activity on the web, behind email
- 79% of web users use search to navigate the web

Search Drives Qualified Leads For Less



- Average acquisition cost: €10- €15 vs. the online average of €50
PIPER JAFFRAY EQUITY RESEARCH, MARCH 2003
- 59% of websites receive more than half their traffic from search engine referrals JUPITER RESEARCH, 2002

Search Now the Largest Share of Online Ads



Growth of Search: Marketers are voting with their pounds

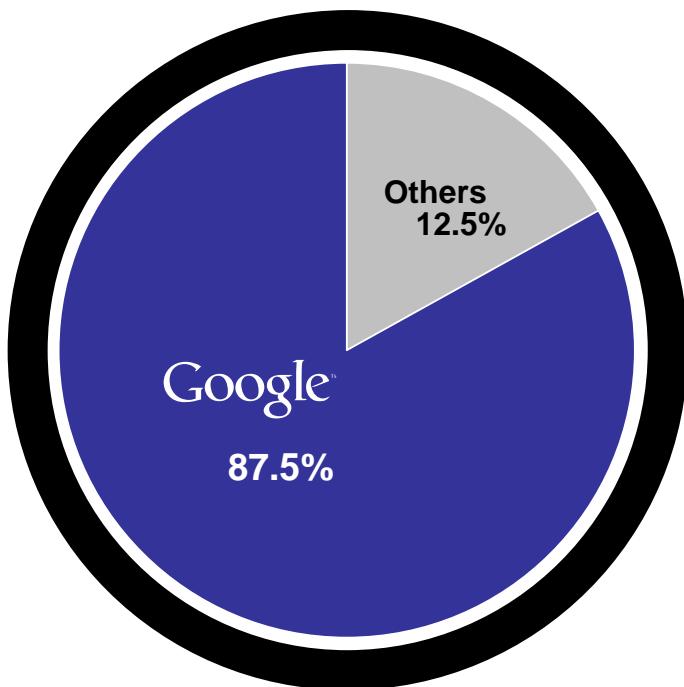
- Search now the most dominant form of online advertising
- Nearly 3x growth in since start of 2003
- 73% search penetration

Source: Interactive Advertising Bureau, PricewaterhouseCoopers (September 2004); comScore (October 2004)

Google reach in the Netherlands

Google is **#1 in search in the Netherlands**

% search related pageviews in the Netherlands



Nielsen/ Netratings June 2004

Size: 2nd biggest website in the Netherlands

ComScore Media Metrix Dec 2004

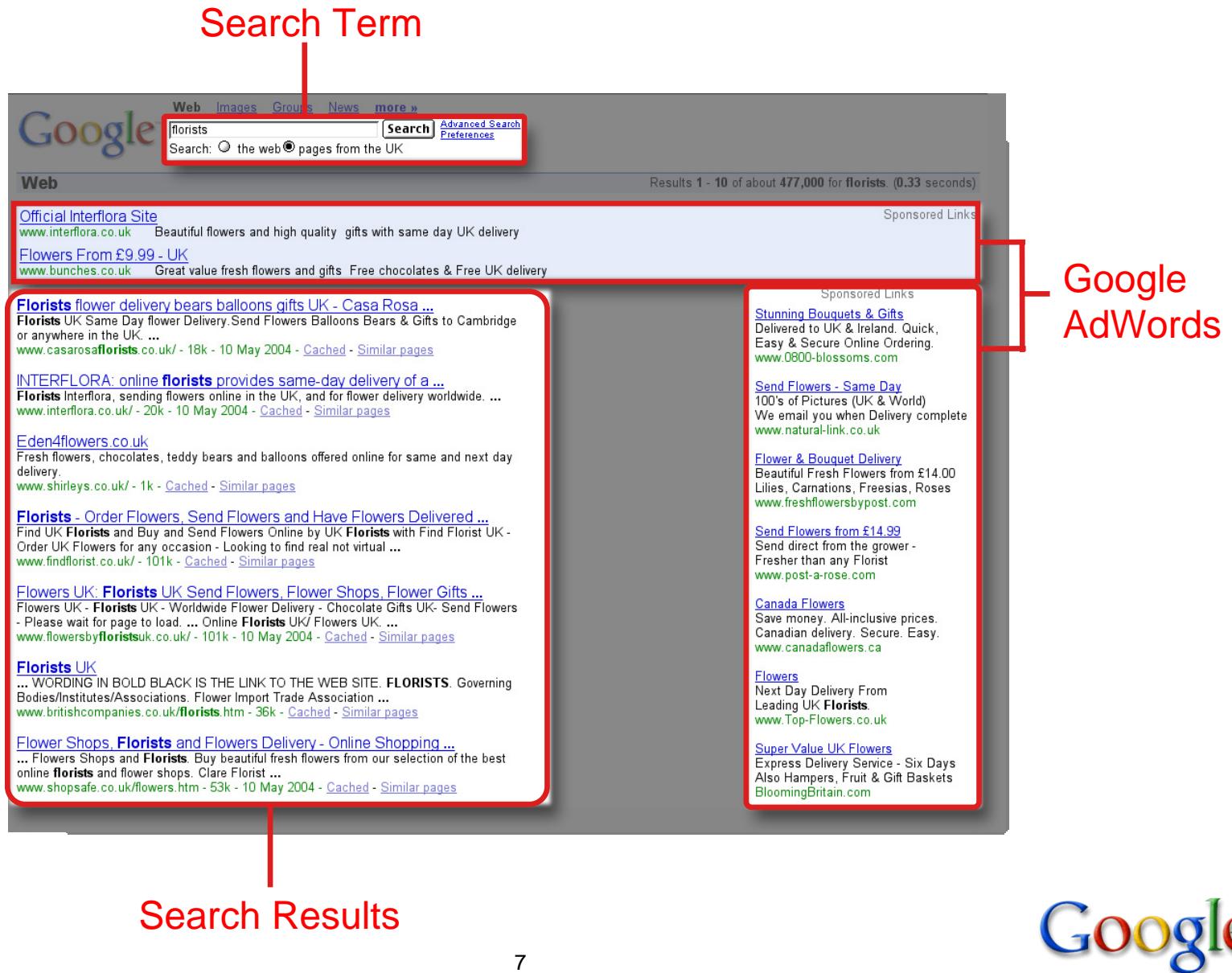
Users: 6.0 million unique users in the Netherlands

ComScore Media Metrix Dec 2004

Reach: 70% of all Dutch Internet users

ComScore Media Metrix Dec 2004

How Does Search Advertising Work?

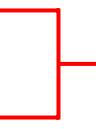


Google's ranking

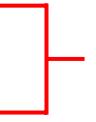
An ad's position on the page is determined by performance and price:

- $CTR * CPC = \text{Position Rank}$
- Two ways to improve an ad's ranking on AdWords:
 - i. Increase maximum CPC
 - ii. Increase CTR

[**Toshiba Digital Cameras**](#)
Buy Toshiba Digital Cameras direct
High resolution digital cameras!
www.shoptoshiba.com
Interest: 

CPC: €1.00 CTR: 2%  Rank index: 2

[**Digital Camera Software**](#)
Powerful photo software for all
cameras. Print, email, free trial!
www.picasa.net
Interest: 

CPC: €0.30 CTR: 1.5%  Rank index: 0.45

Google's discounter

The AdWords Discounter minimises your costs by setting your CPC as low as possible:

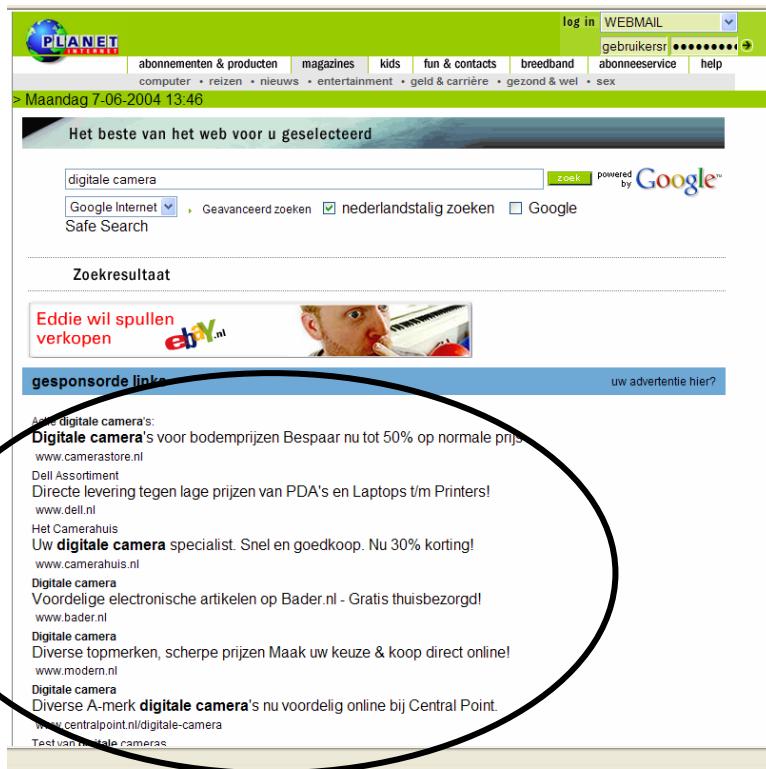
- You pay only €0.01 more than the minimum necessary to maintain your position on the page

Example

Max CPC	Advertiser Pays*
Advertiser 1: € 1.00	€ 0.76
Advertiser 2: € 0.75	€ 0.51
Advertiser 3: € 0.50	€ 0.11
Advertiser 4: € 0.10	€ 0.05
min € 0.05	

* Assuming each advertiser has the same CTR

Google AdWords: Targeting via Search partners



PLANET nl

abonnementen & producten | magazines | kids | fun & contacts | breedband | abonneeservice | help

computer • reizen • nieuws • entertainment • geld & carrière • gezond & wel • sex

Maandag 7-06-2004 13:46

Het beste van het web voor u geselecteerd

digitale camera powered by Google™

Google Internet Geavanceerd zoeken nederlandstalig zoeken Google Safe Search

Zoekresultaat

Eddie wil spullen verkopen 

gesponsorde links uw advertentie hier?

Actie digitale camera's:
Digitale camera's voor bodemprijzen Bespaar nu tot 50% op normale prijs
www.camerasstore.nl

Dell Assortiment
Directe levering tegen lage prijzen van PDA's en Laptops t/m Printers!
www.dell.nl

Het Camerahuis
Uw **digitale camera** specialist. Snel en goedkoop. Nu 30% korting!
www.camerahuis.nl

Digitale camera
Voordelige elektronische artikelen op Bader.nl - Gratis thuisbezorgd!
www.bader.nl

Digitale camera
Diverse topmerken, scherpe prijzen Maak uw keuze & koop direct online!
www.modern.nl

Digitale camera
Diverse A-merk **digitale camera**'s nu voordelig online bij Central Point.
www.centralpoint.nl/digitale-camera

Test van digitale cameras



@ Home Zoeken powered by Google™

Home Nieuws Games Film Reizen Fun Erotiek Zoeken

DELL: Voor de slimme aankoop van een computer

Dating: Leuke vrijgezelnen online! Bekijk foto's en profielen!

Zoeken

Handig
 Webgids
 Safe Search

eBay.nl

ebay™

Zoeken

Kopen & verkopen "Digitale camera" startprijs € 1

Zoek op eBay.nl

Zoekresultaten

powered by: Google™

Digitale camera Nederland Safe Search

Gesponsorde resultaten

Actie digitale camera's:
Digitale camera's voor bodemprijzen Bespaar nu tot 50% op normale prijs
<http://www.camerasstore.nl>

Dell Assortiment
Directe levering tegen lage prijzen van PDA's en Laptops t/m Printers!
<http://www.dell.nl>

Het Camerahuis
Uw digitale camera specialist. Snel en goedkoop. Nu 30% korting!
<http://www.camerahuis.nl>

Digitale camera
Voordelige elektronische artikelen op Bader.nl - Gratis thuisbezorgd!
<http://www.bader.nl>

Uw bericht hier?

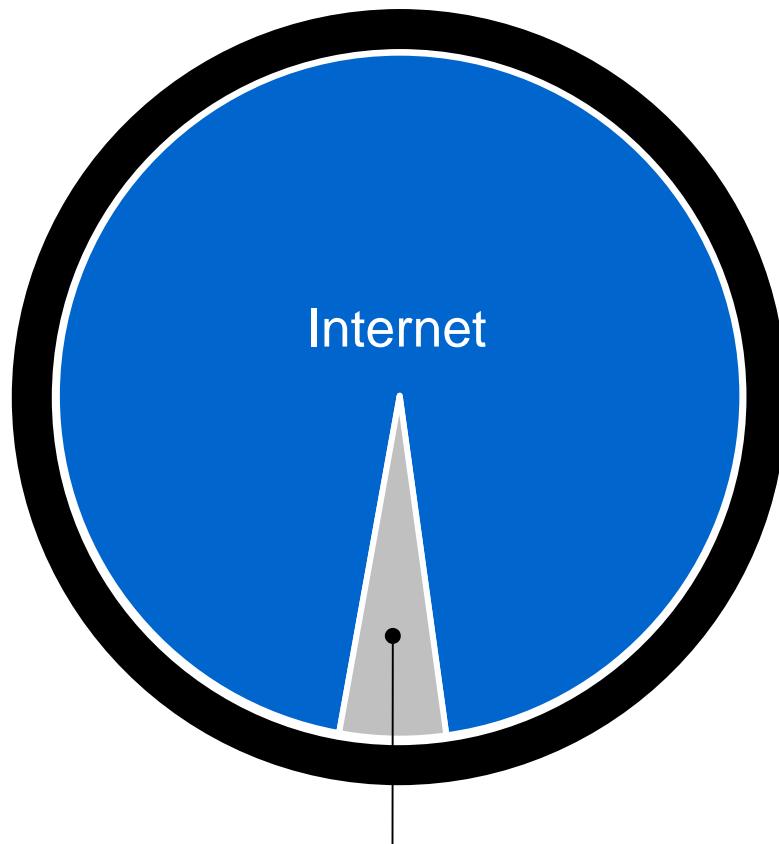
Zoekresultaten [376000 gevonden]

Beste Digitale Camera's : **Digitale Camera**
Vind de beste **digitale camera**'s van Nederlands grootste discount **camera** winkels. Vergelijk prijzen van ... **Digitale camera**'s. Vind de beste ...
http://www.kelkoo.nl/b/a/c_124901_digitale_cameras.html - 75k

Digitale Fotografie Informatie Pagina's
Het laatste nieuws en informatie over **digitale** fotografie, **digitale camera**'s, prijzen, memorycards, boeken, faq en tips. Er worden ...
<http://www.difp.nl/> - 4k

Digitale Camera - **Beginthier.nl**

Search is only 5% of the web



Search Pages
5%

Google AdWords: Targeting via Content

Main | Articles | About | Account management | Breadbox | Forums | Folding | News archive | Store | Search | Report news

THE TECH REPORT

The Rome MP3: Portable MP3 player—with a twist

by Jer "Azonic" Davis

The story begins

I've been a fan of MP3s for quite a while now. I've even gone as far as converting our entire CD collection to the format, as well as building a CAJUN system for my Chevy S10 Blazer.

I'm sure you've all seen the various portable digital music devices that have been released over the past year or so. Starting with the Diamond Rio, and continuing through literally dozens of players, all very similar in design to each other.

Well, a while ago while, flipping through an issue of "Portable Computing" magazine, I came across an article detailing several of the portable MP3 playing devices currently on the market, and one of them really caught my eye.

First impressions

When my RomeMP3 player finally arrived, I was really excited! Being the impatient person I am, I couldn't wait to tear into the package and start playing with my shiny new toy. After getting the shipping box open, I was greeted by a nicely designed retail box. After admiring the pretty box for about 1.5 seconds, I returned to the task at hand and pulled out the inner packaging. The Rome package includes the player itself, a 1.2v rechargeable battery, battery charger, parallel port data cable for transferring your files, a CD-ROM, the instruction manual, and a pair of ear-bud style headphones.

When you first receive your RomeMP3 player, you're supposed to charge the battery for a full 3 hours. I didn't. Like most of us would, I wanted to play with this sucker immediately. Unfortunately I ran into a few snags, so I ended up sticking the battery in the charger. I then tried to forget about my new toy until it was time to go home.

The software

The software that ships with the RomeMP3 player claims it's compatible with Windows 95, Windows 98, and Windows NT. That wasn't entirely the case. At the time I got the Rome, the only NT software available was far from functional. It was unable to connect to the Rome, and despite all of my efforts, I just couldn't make it work. I was thwarted again when I got home. My windows installation at home runs Windows 2000, which at the time was not supported at all.

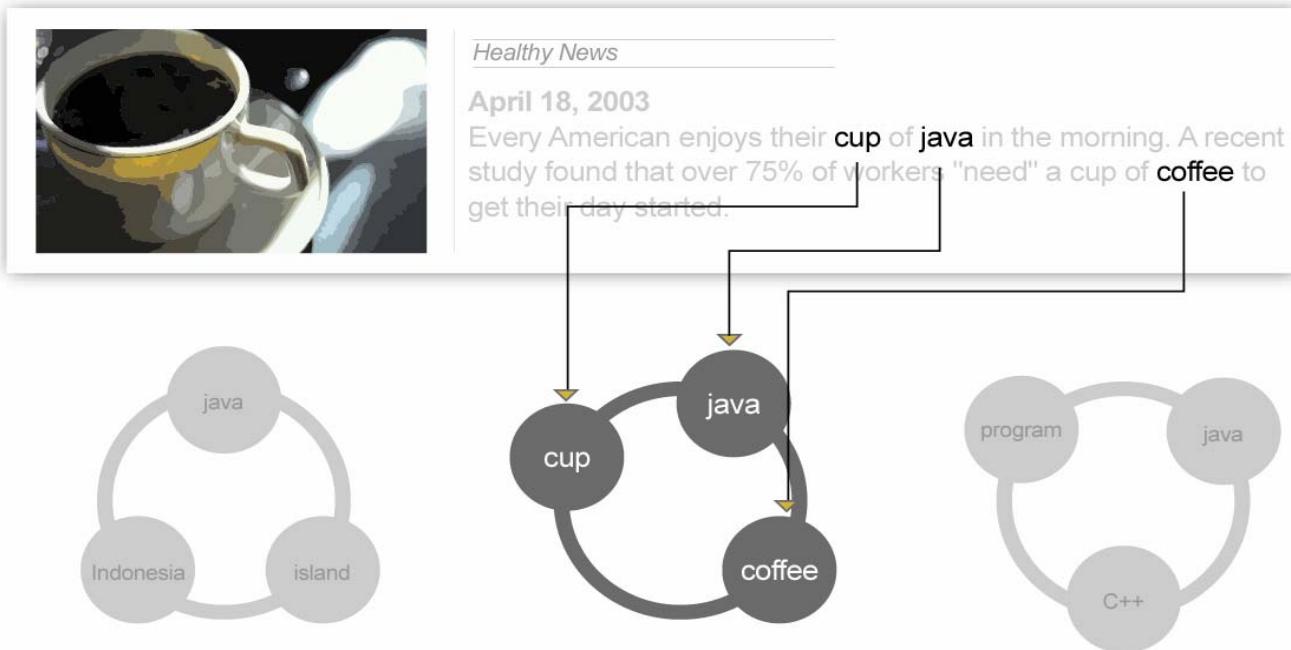


newsg

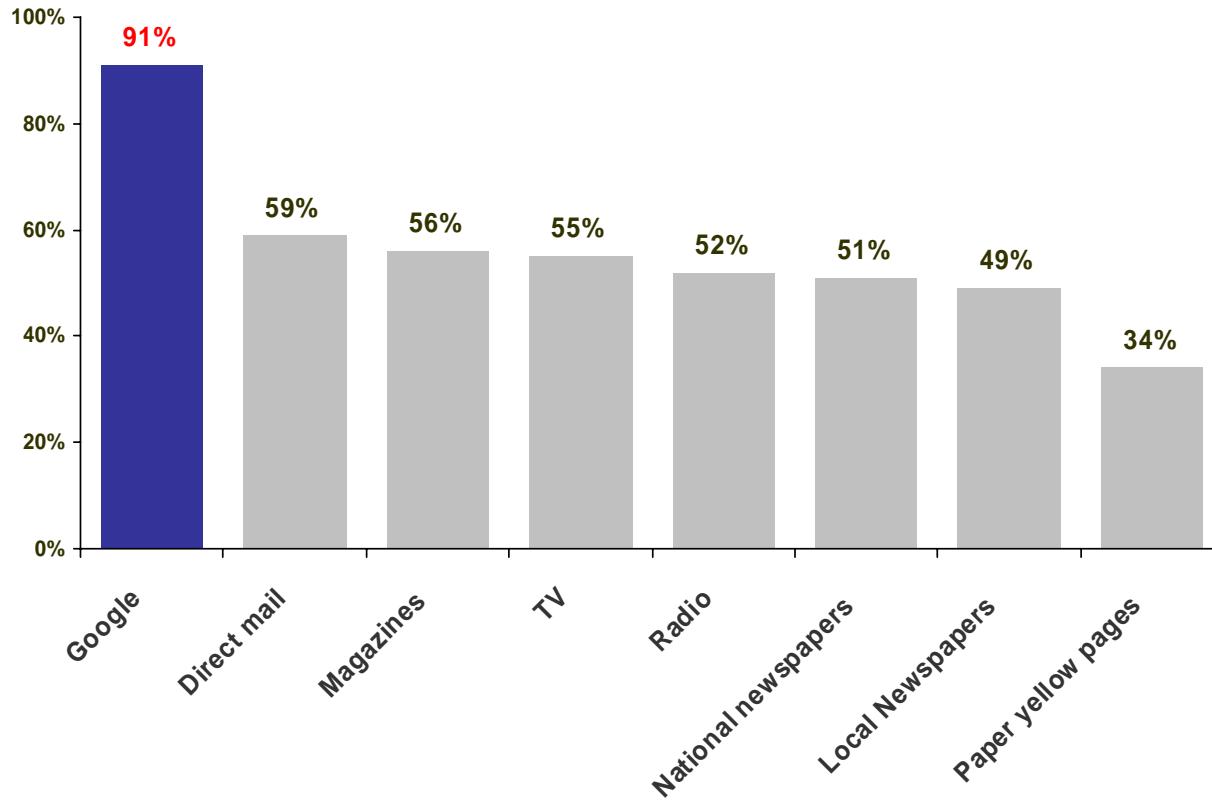
ARTICLES &

Google AdWords: Precise Targeting

Google Technology Knows **Java** from **Java**



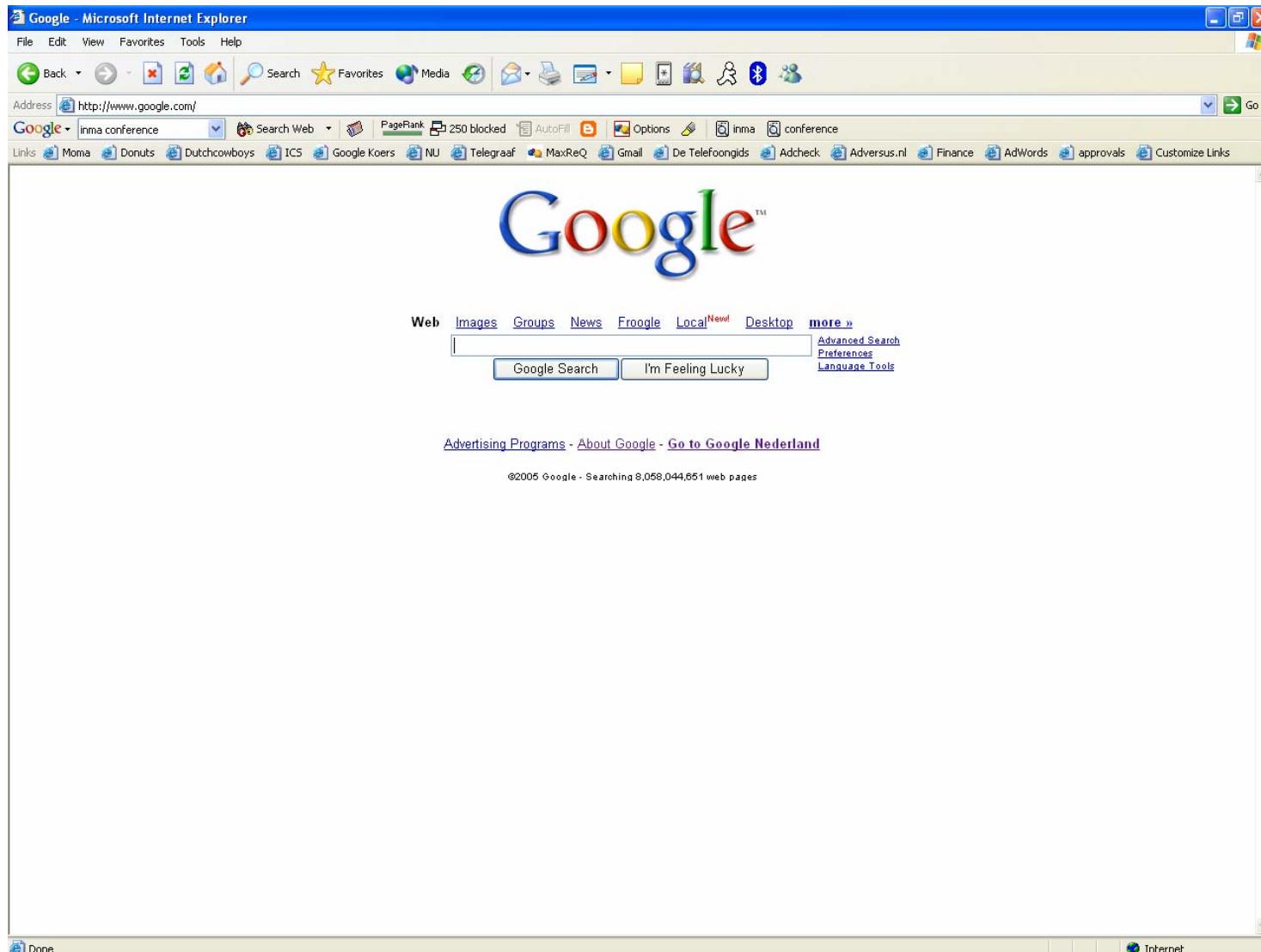
Google Marketing: Advertiser Satisfaction



Satisfaction with Google is **50% higher** than all other marketing media.

Google Products

Google Search



Froogle

Froogle - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Favorites Media Address <http://froogle.google.com/> Go

Google PageRank 250 blocked AutoFill Options

Links Moma Donuts Dutchcowboys ICS Google Koers NU Telegraaf MaxReQ Gmail De Telefoongids Adcheck Adversus.nl Finance AdWords approvals Customize Links

My Shopping List

Froogle™ BETA

Web Images Groups News Froogle Local News Desktop more »

Search Froogle Advanced Froogle Search Preferences Froogle Help

froogle (fru'gal) *n.* Smart shopping through Google.

A few of the items recently found with Froogle:

breadmaker	sling bag	snorkel	rain boots	digital binocular
bugs bunny poster	fiber optic lighting	gyroscope	high heels	lye soap
low carb pasta	ping pong table	dog bed	belgian chocolate	windbrella
bridal shoes	elvis costume	retin-a	globe	cuisinart blender
tool kit	hammer	tent	first aid kit	bassinet

[Google Home](#) - [Information for Merchants](#) - [About Google](#)

©2005 Google

Google News

Google Search: google - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Favorites 250 blocked Options Go

Address <http://news.google.com/news?hl=en&ned=us&ie=UTF-8&q=google> Go

Links [Moma](#) [Donuts](#) [Dutchcowboys](#) [ICS](#) [Google Koers](#) [NU](#) [Telegraaf](#) [MaxReQ](#) [Gmail](#) [De Telefoongids](#) [Adcheck](#) [Adversus.nl](#) [Finance](#) [AdWords](#) [approvals](#) [Customize Links](#)

Google News BETA

Web Images Groups News Froogle Local Desktop more »

Search News Search the Web Advanced News Search Preferences

Results 1 - 10 of about 8,800 for **google**. (0.22 seconds)

Sorted by relevance [Sort by date](#)

Google personalizes news site
ZDNet - 4 hours ago
Google added new flexibility to its news aggregation site Wednesday, promising users the ability to customize the page. **Google News** ...
[Google Launches Personalized News](#) Always On
[all 3 related »](#)

Google takes search software out of test tube
Times of India, India - 10 hours ago
SAN FRANCISCO: Google Inc.'s free software for helping people find information stored on computer hard drives emerged from test mode today with an upgraded ...

AOL plans and GoIP (Google's VoIP) rumours raise VOIP stakes
Net4nowt, UK - 1 hour ago
... Whilst yet to be revealed to the public rumors are abound that VoIP would be an ideal extra service to add to the **Google** portfolio. ...

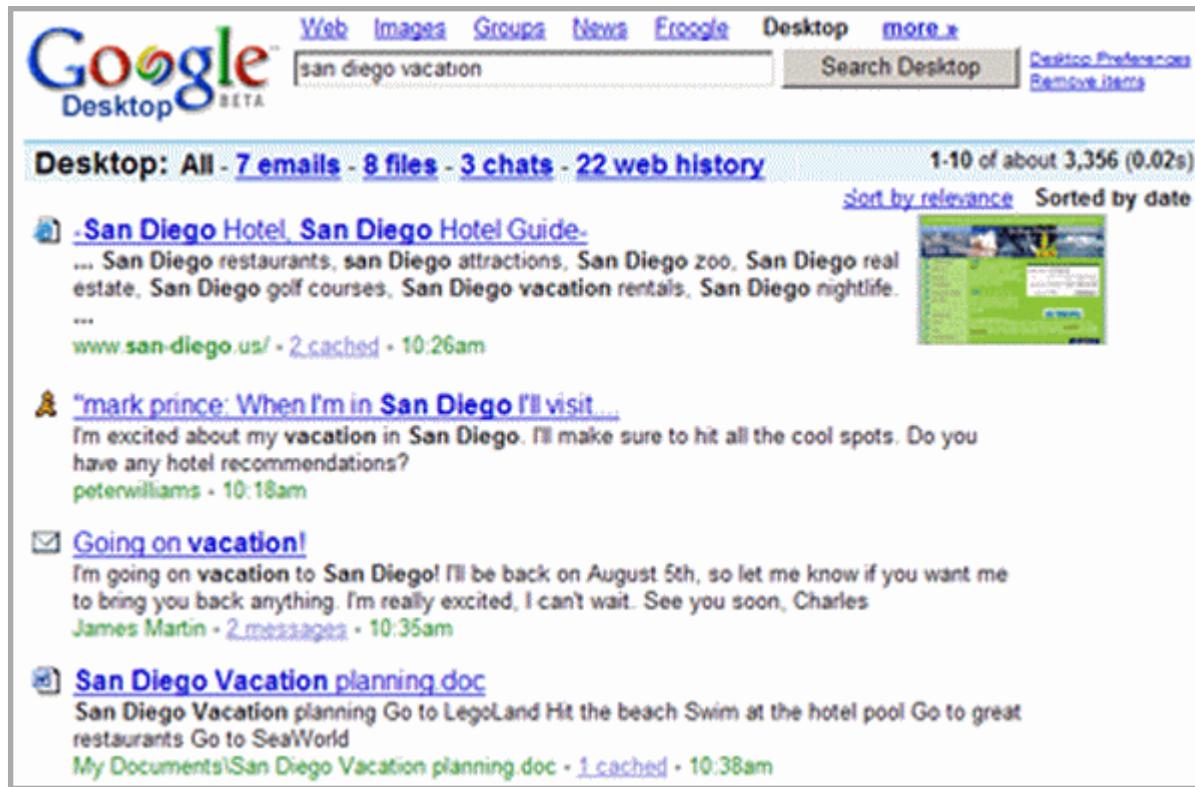
Yahoo May Launch Version of Google AdSense
Search Engine Journal - 7 hours ago
Dozens of well placed rumours lead back to a potential challenge to **Google**'s almost unfettered rule of the contextual advertising market. ...
[Yahoo ready to take on Google's Adsense](#) Corante
[The Ratings Game](#) MarketWatch
[all 6 related »](#)

Australia weighs Google-like auction for Telstra
International Herald Tribune, France - 19 hours ago
CANBERRA The government of Australia said Wednesday that it would consider an Internet share auction similar to **Google**'s initial public offering as part of the ...

Google sniffs around VoIP conference
Silicon.com, UK - 23 hours ago
A team of **Google** honchos met this week with several net telephone service providers, sources familiar with the talks told silicon.com's sister site CNET News ...
[Google VoIP rumours fuelled](#) ZDNet UK
[all 2 related »](#)

Will GoIP (Google's VoIP) make the telcos gulp?
ZDNet - 10 hours ago
OK, I made "GoIP" up. Before a rumor gets started, there's no such thing as a Voice over IP offering (VoIP) from **Google** called GoIP (Googlevoice over IP). ...
[Google window-shops for VoIP](#) CNET News.com

Google Desktop Search (Beta)



The screenshot shows the Google Desktop Search interface. At the top, there is a navigation bar with links for Web, Images, Groups, News, Froogle, Desktop, and more. Below the navigation bar is a search bar containing the query "san diego vacation". To the right of the search bar are buttons for "Search Desktop", "Desktop Preferences", and "Remove items".

The main search results area is titled "Desktop: All - 7 emails - 8 files - 3 chats - 22 web history" and shows "1-10 of about 3,356 (0.02s)" results. The results are sorted by relevance, with an option to "Sorted by date".

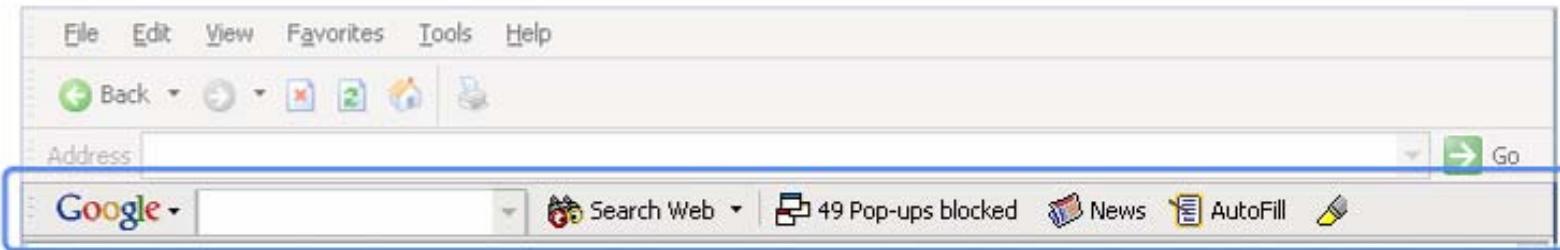
The search results include:

- San Diego Hotel, San Diego Hotel Guide.**
... San Diego restaurants, san Diego attractions, San Diego zoo, San Diego real estate, San Diego golf courses, San Diego vacation rentals, San Diego nightlife.
...
www.san-diego.us/ • 2 cached • 10:26am
- "mark prince: When I'm in San Diego I'll visit.**
I'm excited about my vacation in San Diego. I'll make sure to hit all the cool spots. Do you have any hotel recommendations?
peterwilliams • 10:18am
- Going on vacation!**
I'm going on vacation to San Diego! I'll be back on August 5th, so let me know if you want me to bring you back anything. I'm really excited, I can't wait. See you soon, Charles
James Martin • 2 messages • 10:35am
- San Diego Vacation planning.doc**
San Diego Vacation planning Go to Legoland Hit the beach Swim at the hotel pool Go to great restaurants Go to SeaWorld
[My Documents\San Diego Vacation planning.doc](file:///My%20Documents/San%20Diego%20Vacation%20planning.doc) • 1 cached • 10:38am

- Bringing the **speed** and **simplicity** of Google web search to your desktop
- Search the full text of **files**, **emails**, viewed **web pages**, and **chats**
- **Free** download

Learn more about Google Desktop Search (Beta): <http://desktop.google.com>

Google Toolbar



- Use Google search without having to return to Google.com
- Simply click inside the text box, type a query and hit Enter
- Free, quick to download, and easy to use

Learn more about Google Toolbar: <http://toolbar.google.com>

Gmail



The screenshot shows the Gmail inbox with 14 messages listed. The messages are in 'Conversation View', grouped by sender. The first message is from 'Travelzoo' with subject 'This Week's Top 20'. The last message is from 'Gmail Team' with subject 'Aunt Judy has accepted your invitation to Gmail'. The sidebar on the left shows 'Compose Mail', 'Inbox (4)', 'Starred', 'Sent Mail', 'Drafts', 'All Mail', 'Spam (10)', 'Trash', 'Contacts', and a 'Labels' section with 'Friends', 'Newsletters', and 'Trip'. The footer includes a link to 'filters', usage information ('3 MB (0%) of your 1000 MB'), and links to 'Terms of Use', 'Privacy Policy', 'Program Policies', and 'Google Home'. It also mentions '©2005 Google'.

From	Subject	Date
Travelzoo	This Week's Top 20 - Travelzoo Weekly Top 20 Visit http://www.travelzoo.com/top20	10/20/04
Elizabeth, me, Peter (5)	Birthday Pictures - Drew, Consider it done. Just tell me when and where to meet - I'm	10/18/04
Paige Stevens	Lunch! - Ok boys, let's have lunch! How's Wednesday at 12:30 sound? Since I'm bei	9/18/04
Diana Pfoho	Fwd: A Spoonful of Attitude - Hey Drew, here's that article on Vitaminwater from the	9/10/04
me .. Peter, Caitlin (9)	Friends, Trip Travel Plans - Tickets are BOOKED! We leave on Saturday at 8:00 AM. Ar	9/10/04
Judy, me (3)	Hello from Aunt Judy! - Hi Dears, I would love to see the pictures, so please send them	9/10/04
Gmail Team	Aunt Judy has accepted your invitation to Gmail - Aunt Judy has accepted your i	9/10/04
Elizabeth, me (3)	Digital Photos? - Hey, remember the memory card ready you picked up a while ago?	9/9/04
Mitchell, me (2)	Investment strategies - Great site Mitchell. I had a chance to check out it out - here a	9/9/04
me	Aunt, Gmail User has invited you to open a Google mail account - Aunt Judy, I'm sendi	9/9/04
Paige, Nathan, me (3)	Friends Fwd: What a great idea! - Hi Paige - a novel in thirty days? Wow, what a challe	9/9/04
me, Peter (2)	Trip Australia - Are you serious? Didn't your friend Caitlin just get back from Greece or	9/9/04
me, Mitchell (3)	Faxing Lease Info - Mitch, Sent a fax this morning but my scanner doesn't seem to be	9/9/04
Gmail Team	Gmail is different. Here's what you need to know. - First off, welcome. And thanks for	7/26/04

- Built on Google search technology to help you quickly and easily find the exact message you want
- Comes with 1,000 megabytes (1Gb) of free storage
- Messages are grouped together and displayed in “Conversation View” to help you see messages in context
- No pop-up ads or untargeted banners. Only relevant text ads and links to related web pages of interest

Learn more about Gmail: <http://gmail.google.com>

Google Maps (Beta)

The image displays two screenshots of the Google Maps (Beta) interface. The left screenshot shows a detailed map of the New York City area around 1440 Broadway, with a callout box showing the address '1440 Broadway, New York, NY 10018' and directions to 'To here - From here'. The right screenshot shows a map of Boston, Massachusetts, with a route highlighted from '1440 Broadway, New York, NY 10018' to '20 Park Plaza, Boston, ma'. It includes a list of 10 driving directions and a zoomed-in view of the route in Boston.

Address:
1440 Broadway
New York, NY 10018
Directions: [To here](#) - [From here](#)

1440 Broadway
New York, NY 10018

Maps

Print Email Link to this page

Start from: 1440 Broadway, New York, NY 10018
Arrive at: 20 Park Plaza, Boston, MA 02130
Distance: 213 mi (about 3 hours 40 mins)

Reverse directions

1. Head south from Broadway - go 0.0 mi
2. Turn left at W 40th St - go 0.3 mi
3. Continue on E 40th St - go 0.7 mi
4. Turn left at 1st Ave - go 0.1 mi
5. Continue on United Nations Plz - go 0.3 mi
6. Turn right into the FDR Drive North entry ramp - go 0.1 mi
7. Merge into FDR Dr N - go 3.8 mi
8. Take the Triboro Br exit #17 to Bruckner Expwy (I-278)/Grand Central Pkwy - go 0.8 mi
9. Take the I-278 E ramp to Bronx (I-87 N)/Upstate N Y/New England - go 0.0 mi
10. Take the I-278 E ramp to Bronx (I-87 N)/Upstate N Y/New England - go

- Search for **addresses** and driving directions
- Locate **businesses** in your neighborhood – integration with Google Local
- New features: maps are **draggable** and can be as **large as your screen**

Learn more about Google Maps: <http://maps.google.com>

Picasa

With Picasa v2, photographers of all skill levels are better able to categorize, edit and share their digital photos

- Photo Editor



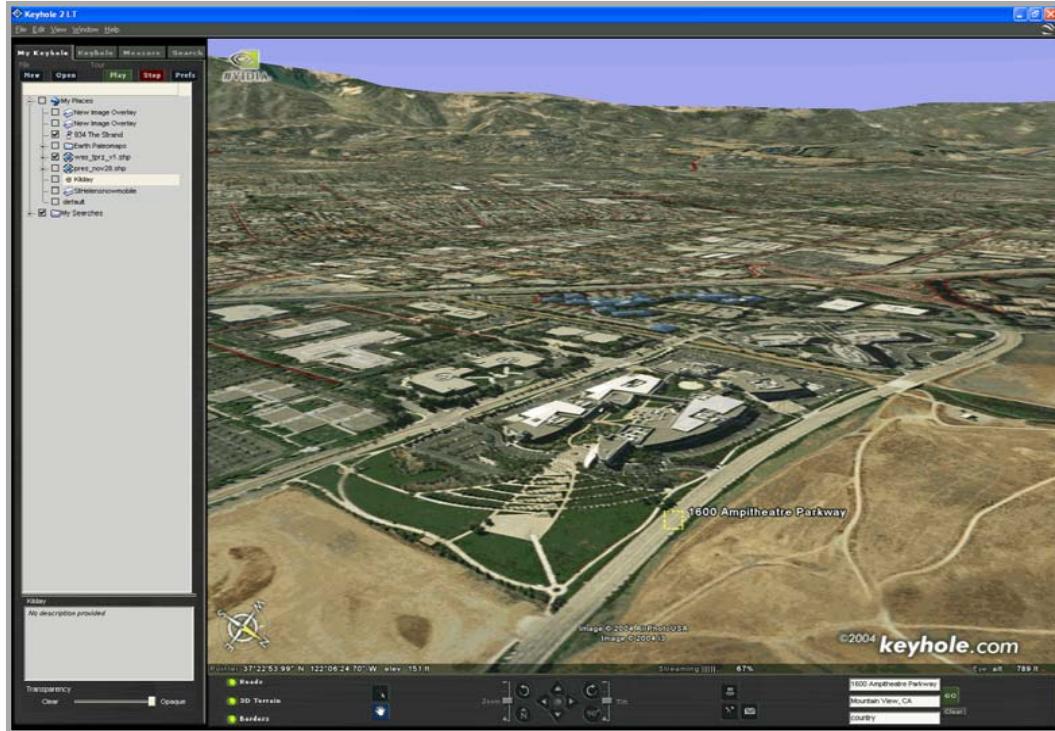
Slide Show



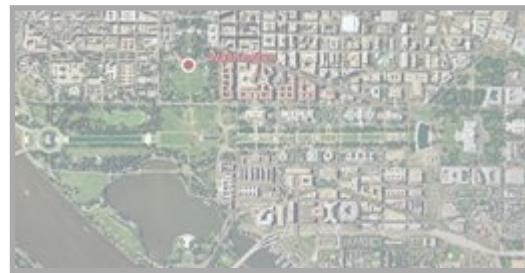
- **Picasa v2** launched January 2005
- **Locates and organizes** all the pictures on your computer
- Improved **basic photo fixes** and amazing effects
- Automatic resizing makes it **easy to send photos** via email
- It's easy to make slideshows, export photos, or print at home

Learn more about Picasa: <http://www.picasa.com>

Keyhole – A Browser For the Earth

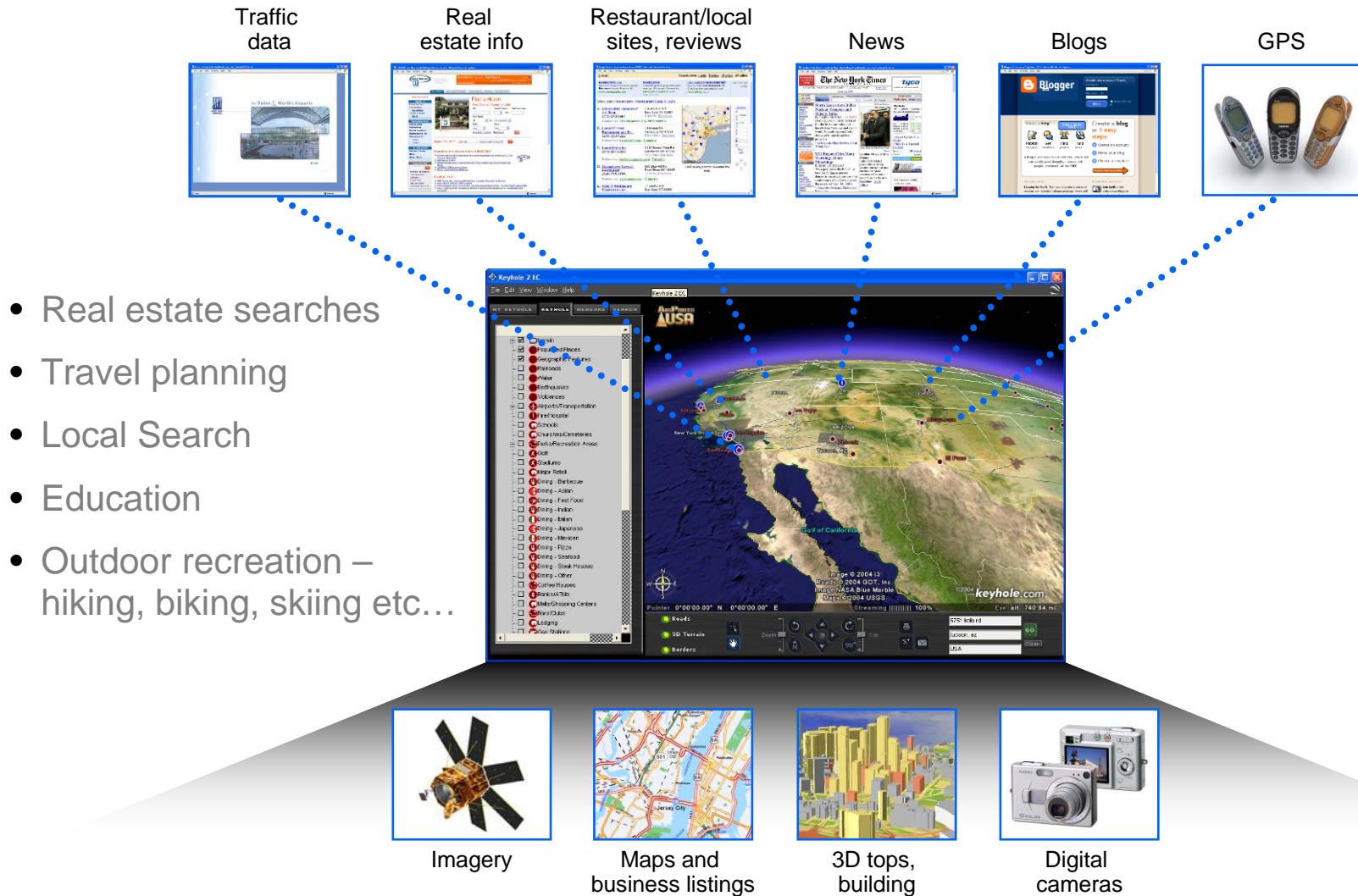


- More than 12 Terabytes of earth data
- More than 50% of US population covered
- Resolution of 12.5 cm/pixel in some areas
- US, Canada, and European roads
- More than 6 million businesses



Learn more about Keyhole: <http://www.keyhole.com>

Keyhole – A Browser For the Earth



Learn more about Keyhole: <http://www.keyhole.com>

Google Video (Beta)

Google Video BETA patriots vs. eagles Search Video Preferences

Video Results 1 - 6 of about 6 for patriots vs. eagles (0.04 seconds)

George Michael Sports Machine
Highlights, features, live interviews, rumors and sports gossip.
... doesn't work. Warrick Dunn stopped short of the goal line. Seahawks win 28-26. They've got the N.F.C. Westest. Here is the longest current streak of p Philadelphia **eagles**...
KNTV - NBC Network - Mon Jan 3 2005 at 12:00 AM PST - 30 minutes

NFL Football | Super Bowl XXXIX: New England Patriots vs. Philadelphia Eagles
The **Patriots** look for their third title in four years while the **Eagles** appear in the Super Bowl for the first time since 1981. From ALLTEL Stadium in Jacksonville, Fla.
... defense has done. You know, you start out the game and the **eagles** offensively struggle. They turned the ball over. But yet, each time, along the way, the **eagles** defensively, stepped up and have made plays. New England **patriots** started to drive on that last possession. And create the turnover....
KTVU - Fox Network - Sun Feb 6 2005 at 3:00 PM PST - 4 hours

The Tonight Show With Jay Leno
Political analyst Chris Matthews; Lyle Lovett performs.
... beat the **eagles**. [Audience oohs] [applause] sorry, I was confused. We gotta get a better show, you know, I was thinking of a bet. See, Kevin is from Philly, he's a big **eagles** fan. >> Kevin, that's right. [Cheers and applause] Philly! >> Jay: how about this? If the Boston **patriots** win the Super Bowl, I'll give you \$10,000. [Laughter]
KNTV - NBC Network - Thu Feb 3 2005 at 2:05 AM PST - 59 minutes

Mornings on 2
... be playing for the third title in four years. As for the **eagles**, they're looking for the first title since last time they were in the Super Bowl, 1980, they were destroyed by the Raiders. The **patriots** are led by Tom Brady, beating the Steelers, 41-27 in the AFC Championship Game, while the **eahawks** beat...
KTVU - Fox Network - Mon Jan 24 2005 at 7:00 AM PST - 2 hours



About this show

[George Michael Sports Machine](#)
next airs on Mon Feb 14 2005 at 12:00 AM PST on KNTV

[Upcoming episodes](#) of George Michael Sports Machine for zip code 94043.
[\[edit location\]](#)

[Google web search](#) for George Michael Sports Machine

George Michael Sports Machine

Highlights, features, live interviews, rumors and sports gossip.
KNTV - NBC Network - Mon Jan 3 2005 at 12:00 AM PST - 30 minutes

Below is a summary of matches for **patriots vs. eagles**.
Video is currently not available. [More information »](#)



at 3 minutes

>> Mike Martz and the Rams will travel to Seattle. They will take on the Seahawks next Saturday in Seattle. Just ahead the Broncos take a ride into the postseason. And here is tonight's Pfizer Trifecta why question. Which NFL team owns the longest current streak of playoff appearances? The negligent **patriots**, Philadelphia **eagles**, or the Green Bay Packers?

at 11 minutes 30 seconds

Here is the answer to the "Pfizer Trifecta why question." Which NFL team owns the longest current streak of playoff appearances **patriots**, **eagles** or Packers. The answer is the Philadelphia **eagles** who have made it five straight years. (Male announcer) introducing new Edge Advanced, a refreshingly cool formula... Wow. For an irresistibly cool shave. Cool. [Doorbell rings] Mark, get the door. (Mark) Isabella. Marco.

at 14 minutes 30 seconds

Pack host the Vikings. Vikings lose to the Redskins having lost seven of the last 10. **Patriots** go 14-2 for the second straight year. 49ers have the number one pick in the draft and the Steelers win their 14th straight. They are only the fourth team in history to finish 15-1 knocking the Bills out of the picture. Up to Orchard Park. Third quarter Tommy Maddox and the Materials lead.



Search Television Programming

- Search over closed captioning of television programs
- View still images and transcripts
- Beta launched January 25, 2005

Learn more about Google Video (Beta): <http://video.google.com>



Google Print

The screenshot illustrates the Google Print interface. At the top, the Google logo is followed by a navigation bar with links for Web, Images, Groups (New!), News, Froogle, Desktop, and more ». A search bar contains the query "books about stocks", and a "Search" button is to its right. Below the search bar are links for Advanced Search and Preferences.

The main search results are categorized under "Web" and "Books". The "Books" section is highlighted with a red border and contains the following results:

- Understanding Stocks** - by Michael Sincere - 196 pages
- Keys to Investing in Common Stocks** - by Barbara Apostolou
- Common Stocks and Uncommon Profits** - by Philip Fisher - 150 pages

Below these results, a snippet from an Amazon.com listing for "Common Stocks and Uncommon Profits" is shown:

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On the right side of the interface, a large blue arrow points from the search results towards a detailed view of the book "Common Stocks and Uncommon Profits" by Philip Fisher. This view includes a thumbnail image of the book cover, the title, author, and a brief description. Below the book image, there are links for "Search within this book" (with "stocks" entered), "More results from this book", and "Book pages" (with links to "About this Book", "Copyright", "Table of Contents", and "Index"). At the bottom of this panel, there are navigation links for "Page 19" (with arrows for previous and next).

The right margin of the interface features a vertical "Copyrighted Material" watermark.

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