

## Searching for Apples on Ananzi

Apple computer users who visit leading South African search portal, Ananzi, will now receive a targeted, customised look and content specifically tailored to the Apple user experience, according to Ananzi's Managing Director, Mark Buwalda.

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"We have enabled Apple users to obtain information in an environment which is purpose-built for their needs," he says. "Apple users will automatically be directed to another section of the Ananzi site which is specifically designed for, and provides content aimed at, enhancing their web experience."

"Apple users have always been able to search and fully make use of the original Ananzi site," says the Co-Group's RJ van Spaandonk. "However, in many ways South African Apple users have been lacking an online 'home' in terms of a search engine specifically designed to cater to their needs. The main features of the site include a comprehensive look and feel revamp in-line with Apple's stunning user interface, forums, South African online Apple store, a newsletter providing up-to-date information on Apple developments and links to pertinent Apple-related news and product sites. All this has been done without removing any of the standard features and links that Ananzi users are used to," he says.

"Apple users tend to be exceedingly passionate about their computers and we fully expect the Ananzi site to enhance a sense of community amongst our users," he continues.

"From a strategic business perspective, much has been written about mass customisation – providing individuals with sites and content which are tailored to their individual needs. While our initial launch of an Apple-specific search engine through Ananzi is not mass customisation in the true sense of the concept – it represents real market diversification that will enable us to provide our users with targeted information and resources," says Van Spaandonk. "Studies around the world reveal that Apple users tend to be exceptionally brand loyal and are united by a common thread – their love of the platform. This enables us to appeal to all Apple users, regardless of whether they are primarily interested in creative, educational, business or home computer application," says Van Spaandonk.

The Ananzi site for Apple users can be visited at: <http://www.ananzi.co.za/mac.html>

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