MyHeritage: New Advanced Features and Technologies

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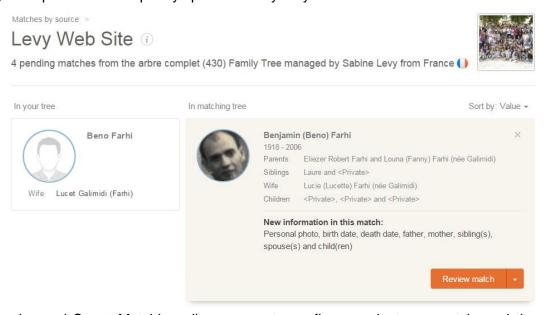
MyHeritage is a family history network helping millions of families around the world discover and share their legacy online. Pioneers in making family history a collaborative experience for the entire family, MyHeritage empowers its users with innovative social tools and a massive library of historical content. Its tools are available in 42 languages.

Discoveries pages provide a unified experience for all matches, organizing them into two main pages: Matches by People and Matches by Source. Now you can look at all matches that were found for a particular individual in your family tree, or all matches found in a particular collection of historical records or matching family tree. Whatever you choose to use, the new pages combine Smart Matches (matches with trees) and Record Matches (matches with records) into the same unified and consistent interface.

Smart Matching, a unique technology that matches between the individuals in your family tree and billions individuals in MyHeritage family trees. The matching technology is sophisticated and bridges across differences in spelling, phonetics and relationships that may exist between the trees.

Each time you add or edit an individual in a family tree, it tries to connect that individual or any of relatives to millions of people in other family trees published by other MyHeritage users, thereby comparing millions of names, facts and connections intelligently.

When a match is found, both owners are informed, and benefit from both collaboration and learning from each other. See your tree and the matching tree side-by-side to spot similarities and differences. Behind the scenes, new algorithms were added to cover spelling and phonetic variations, understand nicknames, handle synonyms and deal with ethnic variations. Additionally, a brand new interface has been added for viewing any two matching trees side-by-side, to help tree owners quickly spot what they may learn from the other tree.



The enhanced Smart Matching allows users to confirm or reject any match, and the platform distinguishes between matches that were confirmed or rejected by each respective tree owner.

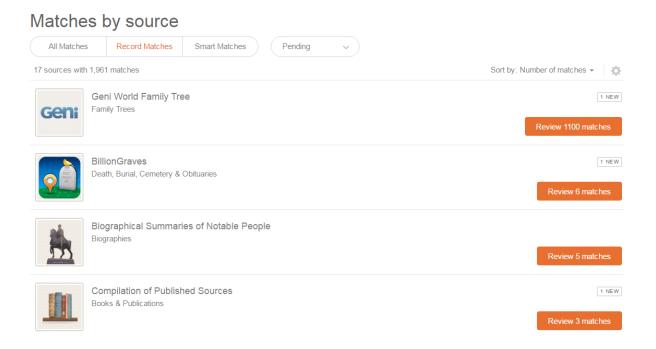
Users also have the ability to start discussions about matches, encouraging dialogue between researchers and family members about discoveries and the exchange of noteworthy information on mutual relatives.

Record Matching is designed to be a discovery-finder and a time-saver, as it automatically researches every individual in your MyHeritage family tree in our growing collection of billions of records, newspaper articles, books and other documents; consolidating all the relevant historical records found in one interactive report, which the user can then go over systematically. Automatic research is not a substitute for manual research, but it can certainly make discoveries that many users will not have the time or luck to find on their own.

Record Matching is the first technology to translate names between languages, to find documents for you even in languages different than the one your family tree is in. The technology is particularly good with synonyms and phonetics, so you can expect matches ranging from the obvious (William in record vs. Bill in the family tree) to the subtle (Alessandro in record vs. Sasha in the family tree).

Each match has a Confidence Score, ranging from half a star to five stars, indicating the likelihood that the historical record found correctly belongs to the associated individual in the family tree.

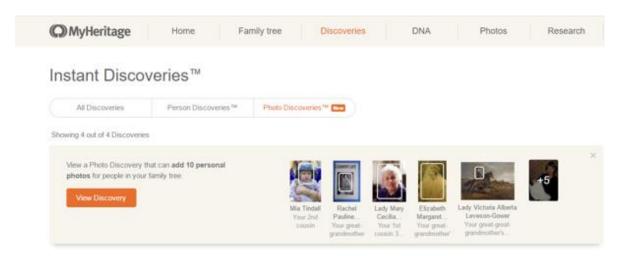
Record Matching runs periodically in order to cover new individuals recently added or edited in the family trees, and to cover new data collections of historical records that we keep adding.



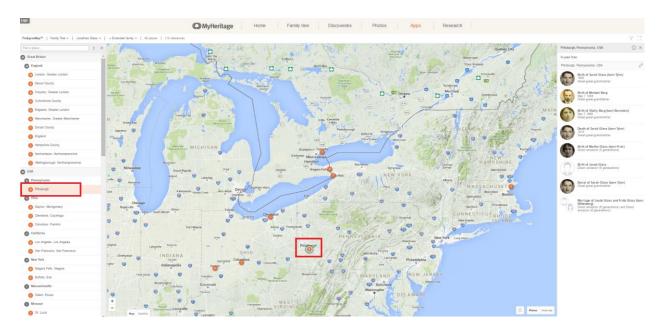
The Record Detective works by turning a single record, which until now was often a dead end, into a door to more records. The technology effectively turns historical records into smart objects that know which people they are about, including a summary of additional records and individuals in family trees relating to it, providing links and equipping users with new information and clues to take their research to new directions.

Photo Discoveries is a unique feature as a new type of instant discovery. How does this magic happen? We look at all of your Smart Matches, focus only on photographs, and offer you photos that you don't have in your family tree. Photos that are offered come from other family trees that have granted permission to share with other users.

Applying Photos Discoveries to your tree will add color and faces to your tree.

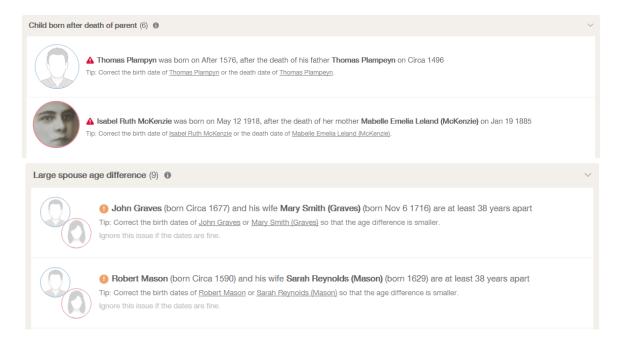


PedigreeMap displays all your photos and events grouped by country and location, allowing you to easily filter the map to view it by person, family group, event type, and time period. You will be able to pan and zoom with your fingers, and enjoy the maps tremendously.



PedigreeMap displays every place name referenced in your family tree or your photos on the map. The main screen shows the embedded map. On the left-hand side, there is a list of all places that appear in your family tree. The numbers on the list correspond to the number of references to each place in your family tree. The map shows pins for each location.

Consistency Checker for online family trees at MyHeritage scans your family tree and identifies potential mistakes and inconsistencies in 36 different checks in your data so that you can quickly make the necessary changes in your tree, improving its overall quality and accuracy, ranging from the obvious (e.g., a person was born before their parent, or when the parent was too young to be a parent) to the subtle and hard to find (e.g., two full siblings were born 5 months apart, which is impossible). Some of the issues it finds are factual mistakes (e.g. wrong birth date entered), some are bad practices (e.g. birth year entered as 22 instead of 1922, or prefix entered as part of the first name instead of in the prefix field).



Some issues listed can be fixed directly from the Consistency Checker, with the click of a green quick-fix button. For many issues, there may be more than one way to correct an issue, and your judgement or input is required. Consistency Checker Settings allow you to edit, disable any checks you wish to exclude from the report, or re-enable them. You can also configure the threshold for some of the warnings.

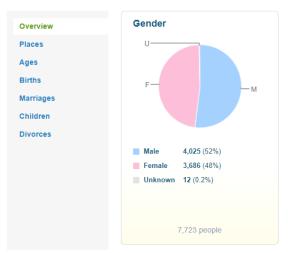
Every member receives personalized **Calendar Alerts**, with the events of his close relatives. No more forgetting a birthday or anniversary. Anyone can write greetings that will be delivered straight to the person on the special date. And if you wish, an automatically generated calendar can be printed for you with the events and pictures of the close relatives.

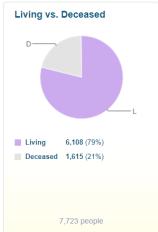


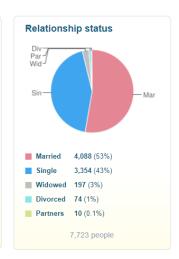
MyHeritage tools will create special products for you to share with all the family. Charts and posters personalized for any member of the family in multiple customizable designs. A nice TimeLine to see all the events of a family group (5 generations) with images and data extracted from the family tree. A TimeBook with the basic information of your family tree combined with the images of the people selected (close family up to 5 generations).

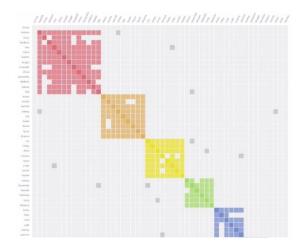
Statistics are full of interesting tidbits about your family tree, offering such details as average life expectancy or number of children per family. We analyze all the data in your family tree to produce 45 enlightening statistics. Learn about your family from this section: the most common names, the oldest person in the family or the different places of birth of the people.











AutoClusters organizes your MyHeritage DNA Matches into shared match clusters that likely descended from common ancestors. By grouping together DNA Matches who likely belong to the same branch and have a common ancestor. AutoClusters can be very helpful in shedding light on the relationship paths that connect you and your matches. By reviewing family trees of clustered matches, users can piece together the entire branch. Clusters are color-coded for convenience and are presented in a powerful visual chart, as well as in list format.