

Steve Wozniak joins search startup advisory board

March 25 2009, By RACHEL METZ , AP Technology Writer



In this Feb. 2, 2008 file photo, Steve Wozniak, co-founder of Apple Computer poses for photos as he arrives at the 2008 Producers Guild Awards in Beverly Hills, Calif. Wozniak _ who can currently be found strutting his stuff as a competitor on the ABC show "Dancing With The Stars" _ is joining the advisory board of search startup DeepDyve, the company said Tuesday, March 24, 2009. (AP Photo/Danny Moloshok, file)

(AP) -- Apple co-founder Steve Wozniak - currently strutting his stuff as a competitor on the ABC show "Dancing With the Stars" - is joining the advisory board of search startup DeepDyve.

DeepDyve Chief Executive William Park said he got to know Wozniak through mutual acquaintances and wanted him on the board because of

the [personal computing](#) pioneer's passion for the convergence of technology and education. Park said he also was drawn to Wozniak's efforts to make technology more powerful and yet easier to use.

Park said the [advisory board](#), which meets twice a year, is intended to help shape the company's strategy and the direction of its products.

Sunnyvale, Calif.-based DeepDyve operates a [search engine](#) that tries to help users access the vast stores of online information not indexed by traditional search engines like [Google](#) and Yahoo. This includes medical databases, patent and reference information.

Founded in 2005 as Infovell, the company initially targeted business customers. It changed its name last year and focused on becoming an advertising-driven, consumer-focused search engine.

While Wozniak's background is not in search engines, Park hopes Wozniak will be able to offer advise on balancing consumer needs with the company's technology.

Wozniak is not an investor in DeepDyve. When not shaking things up on the dance floor, he serves as chief scientist for [data storage](#) startup Fusion-io.

Asked about Wozniak's nationally televised dance moves, Park said he has been watching him on "Dancing With the Stars," and is "amazed" by his performance. Wozniak and his partner, Karina Smirnoff, earned the show's lowest score ever for their dance routine Monday, but, buoyed by viewers' votes, managed to stay in the competition.

"Let me tell you, he's doing better than I would," Park said.

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