

# Yahoo bolsters local search with Zofari app

August 12 2014

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A Yahoo! logo is shown on a screen during a keynote address by President and CEO Marissa Mayer on January 7, 2014 in Las Vegas, Nevada

Yahoo said Tuesday it was bolstering its local search capabilities by absorbing the team from the smartphone recommendation app Zofari.

"Zofari and Yahoo share a [common goal](#) to make the world an easier place to explore for as many people as possible," California-based Yahoo said in an email.

"We're thrilled to welcome the team to Yahoo, where they will join our growing search organization and continue to build amazing discovery experiences."

Yahoo is not acquiring the company but is integrating the team from Zofari to improve local [search](#) in the face of services from Google, Yelp and others.

A statement on the Zofari website said that "our team is joining Yahoo, where we will continue to build amazing discovery experiences at a scale we've only dreamed of" and that the Zofari app would still be available.

Zofari describes itself as a "Pandora for Places," in reference to the online radio group that creates customized music lists.

"Using your favorite restaurants, bars and neighborhoods, we create customized stations that show you the most similar places around you," according to the Zofari site

"Your stations will update whenever you change locations, revealing awesome hidden gems and making discovering new places as easy as exploring your hometown."

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Citation: Yahoo bolsters local search with Zofari app (2014, August 12) retrieved 27 July 2024 from <https://phys.org/news/2014-08-yahoo-bolsters-local-zofari-app.html>

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