



Lynbrook man's search engine is people-powered

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Mark Moran considered calling his human-powered Internet search engine spanningtheweb.com or researchitontheweb.com. But he found those names "clunky." By the time the site was launched last month, Moran had settled on the more creative alternative, finding

Dulcinea .com, named after Cervantes' fictional character.

"Don Quixote's elusive quest for the perfect woman is analogous to the elusive quest for credible and comprehensive information on the Internet," said Moran, a Lynbrook resident and Rockville Centre native. All information on findingDulcinea.com has been handpicked by Moran's team and is provided under broad topics like "politics" and more specific ones like "presidential election 2008."

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The company employs 28 people, and Moran expects to add 75 to 100 topics monthly. He also plans to add a custom search engine that will show results only from handpicked or verifiable sites.

As for the site's name, Moran says there's a story there. "My father has seven children and 21 grandchildren, and before each one was born he called and urged us to name a daughter Dulcinea," said Moran, 45. "It kind of became this running joke. We were all having fights. So I named my company that."

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