

## Discovering Your Family History with MyHeritage Unique Technologies

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MyHeritage has developed seven powerful technologies to help genealogy researchers find records of ancestral families without even searching - while you sleep.

These will definitively will change your life.

- **Smart Matching** - matching people with in MyHeritage trees
- **Record Matching** - finding records for people in MyHeritage Tree
- **Newspaper Matching** - finding newspaper articles for people in MyHeritage tree
- **Record Detective** - one Record Match can be used to find other records
- **Instant Discoveries** - add a complete new branch or photos, based on MyHeritage trees.
- **Global Name Translation** - translates any first or last name between languages.
- **SearchConnect** - can tell you who else made a similar search
- **Global Name Translation** - translates any first or last name between languages.
- **PedigreeMap** - Locates all events in map and help you improve the locations.
- **Book Matching**: Tree to Books matches
- **DNA Matching** - Finding people that may be related by DNA analysis.

### What is Smart Matching?

Smart Matching is a unique technology that matches between the individuals in your family tree and more than 2.6 billion individuals in 40 million other family trees on MyHeritage.com. The matching technology is sophisticated and bridges across differences in spelling, phonetics and relationships that may exist between the trees.

### How does Smart Matching work?

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.


Matches by source >

## Levy Web Site


4 pending matches from the arbre complet (430) Family Tree managed by Sabine Levy from France 



In your tree Sort by: Value ▾

 **Beno Farhi**

Wife Lucet Galimidi (Farhi)

 **Benjamin (Beno) Farhi** ✕

1918 - 2006

Parents Ellezer Robert Farhi and Louna (Fanny) Farhi (née Galimidi)

Siblings Laure and <Private>

Wife Lucie (Lucette) Farhi (née Galimidi)

Children <Private>, <Private> and <Private>

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**New information in this match:**  
Personal photo, birth date, death date, father, mother, sibling(s), spouse(s) and child(ren)

[Review match](#) ▾

### What is Record Matching?

Record Matching technology is designed to automatically find matching historical records for the family trees of our users, from our growing collection of +8 billion of records.

The goal of Record Matching is to be a discovery-finder and a time-saver. It will automatically research every individual in every family tree on MyHeritage, 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.

### What makes Record Matching unique?






Record Matching is strong with synonyms. This is important, because the way users write names and information in their family trees may be different than the way the same people and information could be found in historical records. Thanks to MyHeritage's expertise with the global market, the technology is particularly good with synonyms and phonetics, so you can expect matches ranging from the obvious (William vs. Bill) to the subtle (Alessandro vs. Sasha), and you can expect the technology to even overcome some user mistakes in the family tree.

You are encouraged to confirm or reject the matches (indicating that they are correct or incorrect, respectively). This is helpful to mark matches you have already reviewed in order to easily work your way through the matches. Incorrect matches will move out of the way and become hidden from view when you refresh the page.

## Matches by source

All Matches   Record Matches   Smart Matches   Pending

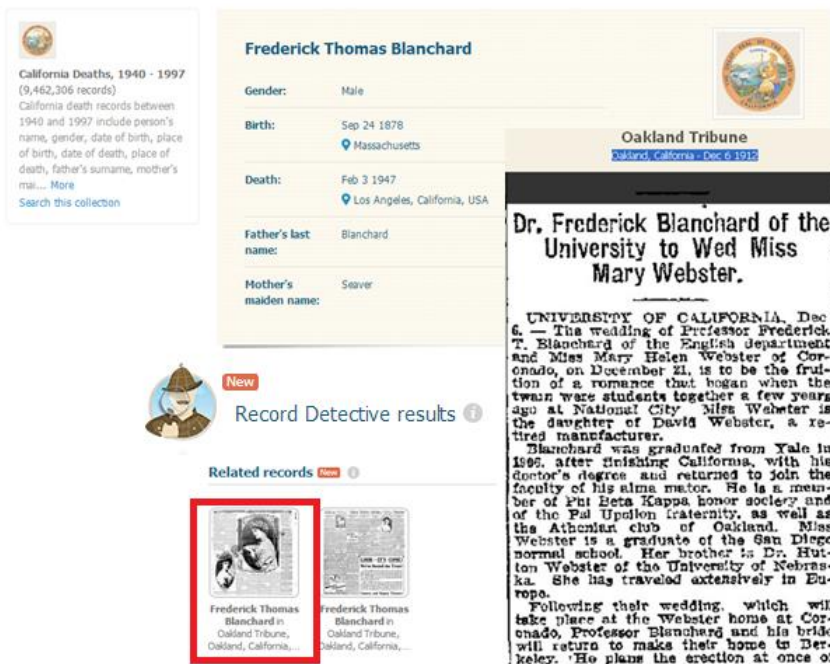
17 sources with 1,961 matches   Sort by: Number of matches

-  Geni World Family Tree  
Family Trees   1 NEW  
[Review 1100 matches](#)
-  BillionGraves  
Death, Burial, Cemetery & Obituaries   1 NEW  
[Review 6 matches](#)
-  Biographical Summaries of Notable People  
Biographies  
[Review 5 matches](#)
-  Compilation of Published Sources  
Books & Publications   1 NEW  
[Review 3 matches](#)
-  1940 United States Federal Census  
U.S. Census  
[Review 3 matches](#)

## What is Record Detective?

Record Detective it's the first technology of its kind to automatically extend the paper trail from a single historical record to other related records and family tree connections.

Record Detective generates new leads and discoveries by turning a single record into a door to more. For example, a record discovered in MyHeritage's digital archive, SuperSearch, will now automatically include a summary of additional records and individuals in family trees relating to it, providing new information and clues to take your research to new directions.



**California Deaths, 1940 - 1997**  
(9,462,306 records)  
California death records between 1940 and 1997 include person's name, gender, date of birth, place of birth, date of death, place of death, father's surname, mother's mai... [More](#)  
[Search this collection](#)

**Frederick Thomas Blanchard**

Gender:	Male
Birth:	Sep 24 1878 Massachusetts
Death:	Feb 3 1947 Los Angeles, California, USA
Father's last name:	Blanchard
Mother's maiden name:	Seaver

**Record Detective results**

**Related records**

- Frederick Thomas Blanchard in Oakland Tribune, Oakland, California, ...
- Frederick Thomas Blanchard in Oakland Tribune, Oakland, California, ...

**Oakland Tribune**  
Oakland, California - Dec 6 1912

**Dr. Frederick Blanchard of the University to Wed Miss Mary Webster.**

UNIVERSITY OF CALIFORNIA, Dec 6. — The wedding of Professor Frederick T. Blanchard of the English department and Miss Mary Helen Webster of Coronado, on December 21, is to be the fruition of a romance that began when the two were students together a few years ago at National City. Miss Webster is the daughter of David Webster, a retired manufacturer.

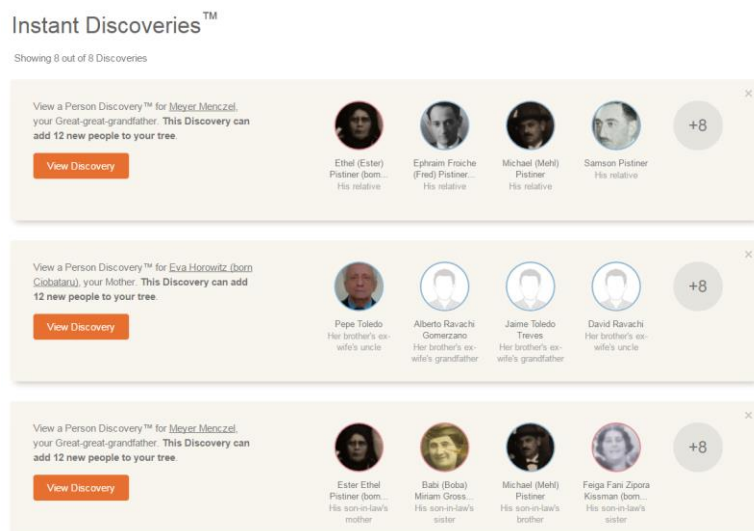
Blanchard was graduated from Yale in 1905, after finishing California, with his doctor's degree and returned to join the faculty of his alma mater. He is a member of Phi Eta Kappa honor society and of the Phi Upsilon fraternity, as well as the Athenian club of Oakland. Miss Webster is a graduate of the San Diego normal school. Her brother is Dr. Hulton Webster of the University of Nebraska. She has traveled extensively in Europe.

Following their wedding, which will take place at the Webster home at Coronado, Professor Blanchard and his bride will return to make their home in Berkeley. He plans the erection at once of

The new generation of the technology released, overcomes transitivity (if birth record A matches John D. Smith in a family tree, and John D. Smith matched John Smith in another family tree, then the birth record and John Smith are considered matches) and it adds also direct record-to-record matches, even for records that have no matching family tree profiles on MyHeritage.

This allowed magical discoveries, for example, a birth record could point at a newspaper article about the wedding of the same person!

## What are Instant Discoveries?



Instant Discoveries is a unique experience for discovering family history information and applying it to one's tree on MyHeritage with ease. We released this experience for new users to make it easier for them to embark on their family history journey. By signing up at MyHeritage and entering some basic information about immediate family members, new users discovered ancestors, relatives and never-seen-before photos in just a few

seconds.

Instant Discoveries experience is also available to previous users of MyHeritage, enabling multiple individuals and photos to be added to existing family trees in just a few clicks.

An Instant Discovery is a "package" of family history information that you can apply in one click. If an individual in your family tree connects to a branch in another family tree, you'll be alerted about this and can then choose to add everyone in that branch (up to 40-50 people) to your tree, who is not already there, in one go, rather than manually add people one by one, and amend the data piece by piece.

With People Discoveries, an entire branch can be copied in a single click, along with all facts, events and photos, and source citations are automatically created in the target tree to document exactly where the data came from. To protect the privacy of other users, Instant Discoveries never bring information on living people.

Photo Discoveries makes it easy for you to add photographs to people in your family tree who currently do not have any photos, in just a few clicks, based on the work of other users. Many of us cherish the emotional moment when we see for the first time a photograph of our ancestor or relative whom we've never seen before. Photo

Discoveries can make those special moments happen for you too! Even experienced genealogists are in for a treat.

## What is Global Name Translation?

Global Name Translation technology unique to MyHeritage, to help break through those language barriers in the quest to uncover your past. This innovation makes it even easier to discover your global roots. The technology automatically translates names found in historical records and family trees from one language into another, at very high accuracy, generating all plausible translations, to facilitate matches between names in different languages. In addition, a manual search on MyHeritage's SuperSearch, will return results in other languages, automatically translated into the language of the query.

How can this benefit you? For example, perhaps your American family has Russian roots. Previously, you would have needed to search also in Russian to find all information available about your ancestors. Now you can search in English, and receive results in Russian, translated back into English for your convenience.



The screenshot shows a search interface on MyHeritage. On the left, a search box contains the name "Tatiana Kernozychki" and an "Edit search" button. Below it, there are options to "start a new search" and "Narrow down by category" with "All Collections" selected and "Census & Voter Lists" showing 3,613 results. The main search results area displays "All results for Tatiana Kernozychki in All Collections" with "1 - 20 of 30,794 results". There are "Results" and "Summary" tabs. A search result is highlighted with a red box, showing a portrait of a woman and the name "Татьяна Керножицкая [Tatiana Kernozhitskaya]". Below the name are five stars, the text "MyHeritage Family Trees", and a description: "Kernozhitskaya Family Tree in Kernozhitska Web Site, managed by Ludmila Kernozhitskaya". There are also links for "Parents: Names of both parents" and "Husband: Name of husband".

## What is SearchConnect?

Search Connect includes millions of searches made by MyHeritage members. It allows you to find other users who searched for the people you are looking for, and to view the full data of their search (such as dates, places, relatives and more), as well as similar searches they've made. If you find a result that seems relevant or useful, you can contact the person who conducted the search and get in touch to exchange more information.

Search Connect results are included in SuperSearch, MyHeritage's powerful search engine for historical records. It is a new collection, located in the Family Trees category, and you can also search it on its own. Initially containing more than 30 million entries of unique searches by MyHeritage members, for rare names, Search Connect will continue to grow every week as more users conduct new searches.

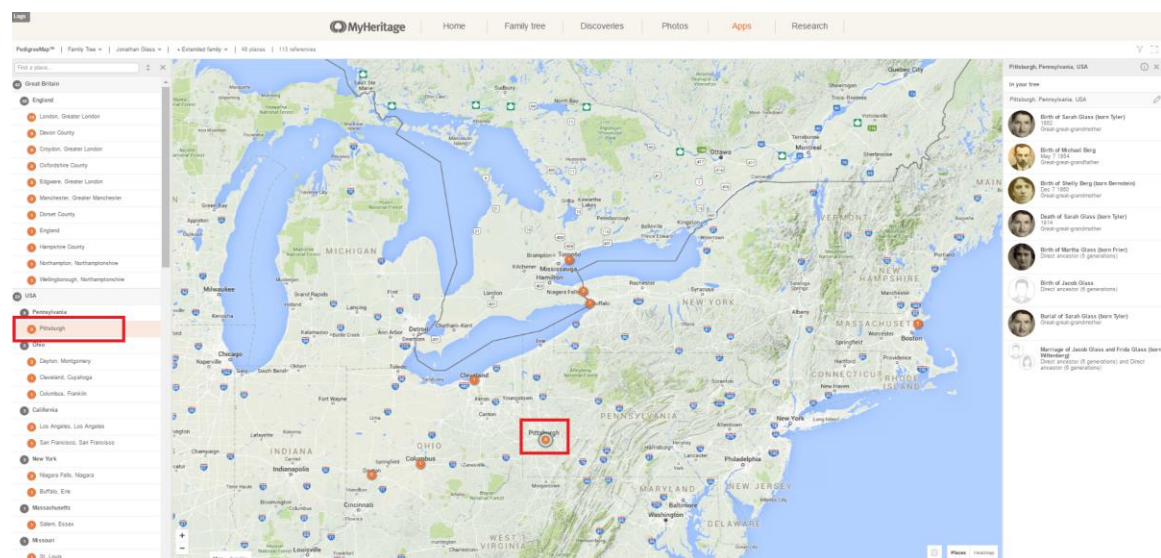
## What is Book Matching?

Book Matching automatically researches individuals found in family trees in our vast collection of digitized historical books, using semantic analysis to understand every sentence in the page, in order to find matches with very high accuracy. Every match is a paragraph from a book specifically about the person in the family tree, providing direct access to that paragraph and the ability to browse through the rest of the book.

## What is PedigreeMap?

PedigreeMap displays all events in a MyHeritage user's family tree, such as births, marriages, and deaths, as well as digital photos and scanned historical photos, on an interactive map. All data is grouped by country and location, and users can easily filter their view of the map by person, family group, event type, and time period.

MyHeritage converts every place name referenced in your family tree or your photos into geographical coordinates. After the coordinates are calculated, your family history events are plotted on the map.



PedigreeMap can "*Find and Replace*" place names for standardization and to improve the data quality in your family tree. If you have spelled a place name incorrectly or inconsistently throughout your tree, you can easily change these in PedigreeMap and this change will be reflected on that individual's family tree profile. Place names are grouped by location so you can easily see if you have misspelled a place name.

PedigreeMap indicates places where you didn't use standard canonicalized place names. It will detect spelling errors in place names, and suggest fixes. A small red dotted line next to a place name in the list indicates that there are further suggestions for change.

## What is DNA Matching?

MyHeritage affordable, easy-to-use DNA home testing kit can reveal valuable family history information and tell you more about your origins. MyHeritage DNA provides two main features: DNA Matching for finding relatives, and detailed ethnicity reports that map your ethnic and geographic origins. The DNA Matching service enables those who use the MyHeritage DNA test — or who have tested through other services and upload the raw data — to enjoy MyHeritage’s exceptional matching capabilities for their family history research.

Your DNA matches are highly likely to be your relatives (close or distant) because there are significant similarities between their DNA and yours. If two people have the same ancestor, they may have some identical DNA that they inherited from that ancestor and that DNA is shared between them and can reveal the relationship between them. Similarly, DNA can find your cousins, 2nd cousins, and even your 4th cousins or further, and the characteristics of the DNA that you have in common can shed light on the nature of the family connection.

The screenshot displays the 'DNA Matches' section of the MyHeritage website. At the top, there are three match cards. The first card is for Shelly Tepper, identified as 'This is you' with an age of 50's and from Germany. The second card is for Eddie Smit, identified as a 'Half brother'. To the right of these cards is a promotional box titled 'Get DNA tests for your relatives' with a 'Learn more' link. Below the cards, a search bar contains the text 'Find a person or a country'. The main area shows two detailed match profiles. The first profile is for Jessica Ann Moreno (McMurray), age 80 or above, with a 'Contact' button. It lists a possible relationship of '2nd - 4th cousin' and DNA match quality of 0.8% (55.6 cM). The second profile is for Samuel J Hill, age 70's, from New Zealand, also with a 'Contact' button. It lists a possible relationship of '1st cousin once removed - 2nd cousin once removed' and DNA match quality of 3.0% (214.8 cM). Both profiles include a 'View tree' button and family tree details.

For every DNA Match, MyHeritage displays the possible relationship between you and the other person. If your match has a family tree, you’ll also be able to view it and get more insight about how you are related; the ancestral surnames common or not in both trees; a pedigree chart for the 2 main individuals and any possible SmartMatch existent between the trees. You can then contact your DNA Matches to exchange information and collaborate on your research. The DNA results also include a fascinating breakdown of your ancestral ethnicity. You can see the percentage of your DNA that comes from different populations

around the world displayed in a list or a world map. Share your ethnicity with friends and family in Facebook, twitter or by email, with a personalized audio-visual animation build exclusively for you. The Ethnicity Estimates may confirm long-held beliefs about your family origins, or perhaps reveal family roots in unexpected places.