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First computerised negotiating agents to be available by Christmas

Computerised agents developed by a University of Southampton academic which will negotiate the best online deals for buyers and sellers will be fully operational by the end of the year.

[Aroxo](#), a new and unique marketplace that helps buyers and sellers for products and services to negotiate with each other, has appointed Professor Nick Jennings, Professor of Computer Science at the University's School of Electronics and Computer Science (ECS), as its Chief Scientific Officer.

Professor Jennings is now working with the company to provide computerised agents capable of entering into automated negotiations for buyers and sellers who use [Aroxo](#).

'I am really excited about this since I have been saying for a long time that software agents will have a real place in our lives and now it's really going to happen,' said Professor Jennings. 'These are algorithms that we have been working on in abstract for 20 years or so and now they are actually going to be used in commercial business on a large scale.'

According to Matt Rogers, Co-founder of Aroxo, the new automated system currently under development will provide the first two-way negotiation between buyer and seller online.

Matt said: 'It's going to be a Credit Crunch Christmas, so we're working really hard to help families make the most of what they have. Buyers using Aroxo will be able to get a great deal and make their money go further, and our sellers get to grow their business when others are suffering.'

According to [Aroxo](#), people are haggling more and more in shops; buyers show the shop the online price for an item and ask the retailer to beat it.

'At the moment, online retailers can't compete with this because they can't negotiate with buyers to help them make a sale. Our system will enable sellers to use computerised agents to negotiate on their behalf while they get on with other things,' said Matt. 'All of Aroxo's sellers are based in the UK, so this is really helping British buyers and sellers.'

The developers will make this service available initially online with plans to go on to offer it through mobile platforms.

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1. For further information about Professor Nick Jennings and his work, please visit: <http://users.ecs.soton.ac.uk/nrj/>

2. Aroxo is a UK-based online marketplace that lets the buyer say what they'll pay and negotiate for thousands of consumer electronics products. Aroxo launched 2 months ago and has £35m worth of stock on the site. Aroxo won the "UK's Hottest Start-Up Award" at the "London Business School's, Technology Summit".

For information about Aroxo, please visit: <http://www.aroxo.co.uk/>

3. With around 500 researchers, and 900 undergraduate students, the School of Electronics and Computer Science at Southampton is one of the world's largest and most successful integrated research groupings, covering Computer Science, Software Engineering, Electronics, Electrical Engineering, and IT in Organisations. ECS has unrivalled depth and breadth of expertise in world-leading research, new developments and their applications.

4. The University of Southampton is a leading UK teaching and research institution with a global reputation for leading-edge research and scholarship across a wide range of subjects in engineering, science, social sciences, health and humanities.

With over 22,000 students, around 5000 staff, and an annual turnover of more than £370 million, the University of Southampton is acknowledged as one of the country's top institutions for engineering, computer science and medicine. We combine academic excellence with an innovative and entrepreneurial approach to research, supporting a culture that engages and challenges students and staff in their pursuit of learning.

The University is also home to a number of world-leading research centres, including the National Oceanography Centre, Southampton, the Institute of Sound and Vibration Research, the Optoelectronics Research Centre, the Web Science Research Initiative, the Centre for the Developmental Origins of Health and Disease, the Mountbatten Centre for International Studies and the Southampton Statistical Sciences Research Institute.

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