



news patterns

# News Patterns™

Accelerate your  
competitive market  
awareness

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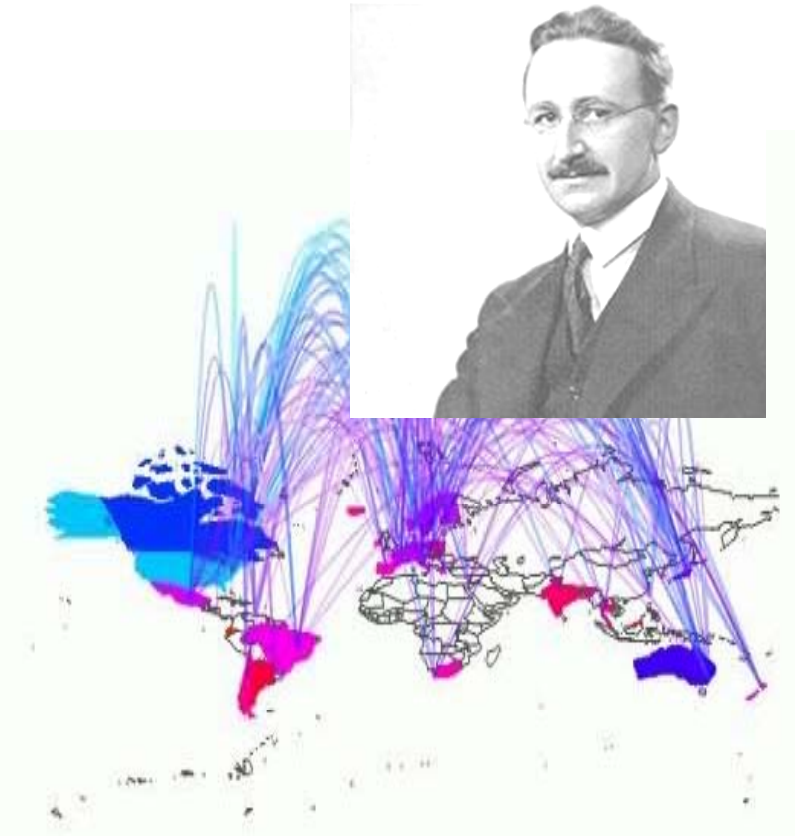


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## *Friedrich Hayek Foretold Need for News Pattern Vision*

*A Nobel prize winner in economics and the champion of open markets.*

- “Almost all information that matters is decentralized, that it exists in the minds of millions of participants in an economy.”
- “Therefore, the challenge is how to best maximize the benefits of decentralized information that exists as millions of single data points in humans spread across the globe.”





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## Accelerate Your Competitive Market Awareness

- We offer access to our unique news based Market Intelligence Network.
- News Patterns automatically collects and filters thousands of news articles every day.
- Market trending algorithms conduct billions of pattern searching calculations.
- Relevant news, context and market trends are presented in real-time visual pattern interfaces.
- Visual representations of news patterns enable huge increases in market awareness and efficiency.
- Now serving global Fortune 50 clients.
- System has been implemented behind client firewalls.

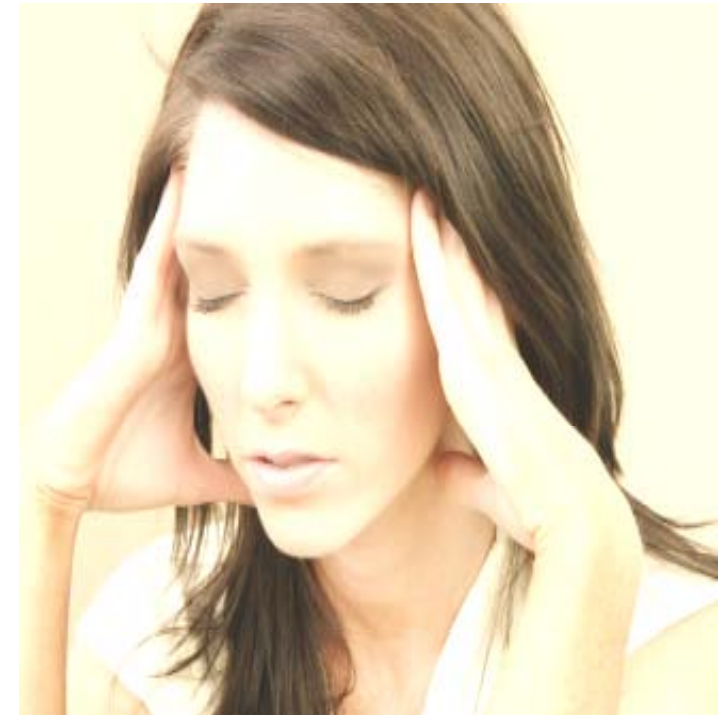




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## The Problem: “Drinking News From the Internet Fire Hose”

- **Target Clients** – any executive, manager or analyst that has a strategic interest in news in dynamic markets.
- **The Pain**
  - Too much news
  - Too many news sources
  - Too many email alerts
  - News out of context
  - News disconnected from relevant market trends
  - News biased by internal filters
  - Delayed news analysis
  - News crammed into smart-phones
  - The avalanche of Twitter market signals





## Better News Lists are not the Solution

- Aggregation + Filtering = Long Lists
- No Context + No History = No Insight
- Reading news takes excessive time. Reading the wrong news wastes time.
- Patterns are seen, not read.





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## Better News Editors are not the Solution

- No editor alone can cope with the flood of articles.
- No editor can anticipate the needs of their reader recipients.
- Editors are not able to respond to instantaneous individual reader needs.
- No editor can continuously react to changing market conditions.





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## Better Charts Are Not the Solution

- Counting articles provides limited market trend insight.
- Charting of article data does not provide immediate access to relevant news articles.
- Charting requires an pre-existing knowledge of what to chart.





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## Our Emerging Society Reads Less and Less

- At a time when news volume is exploding, our next generation of decision makers reads less and less.
- This “Generation M” has grown-up multi-tasking on many information screens.
- Experience derived from these screens and video games have honed pattern recognition and spatial intelligence skills.

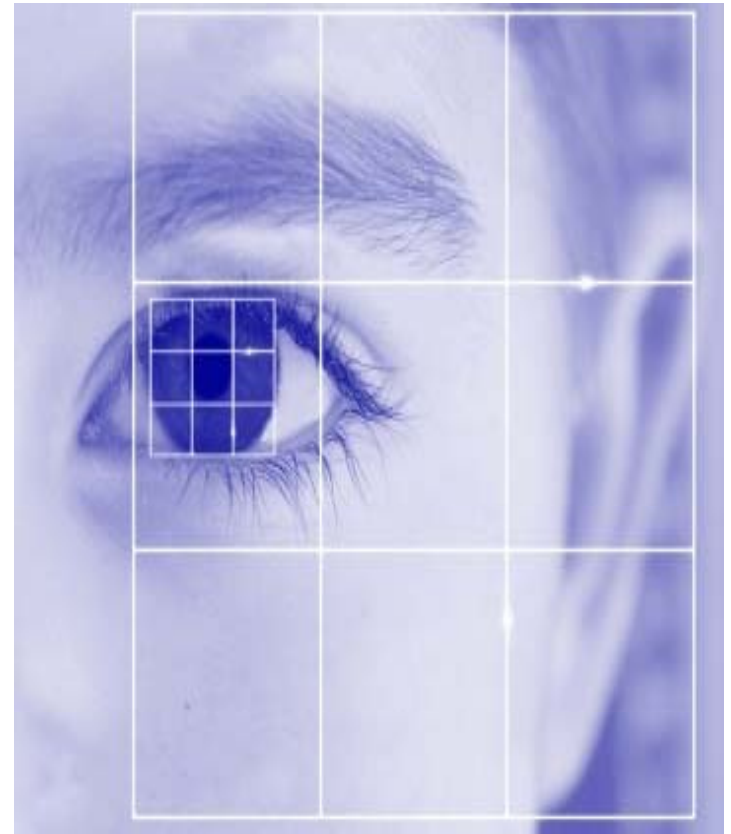




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## Breaking the Reading Barrier – 10,000,000 vs. 200

- Our brains and eyes can perceive and process patterns at the very fast rate of **10,000,000** bits per second.
- We can read at 240 words per minute or **200** bits per second.
- Humans have not evolved to read hundreds or thousands of articles per week.

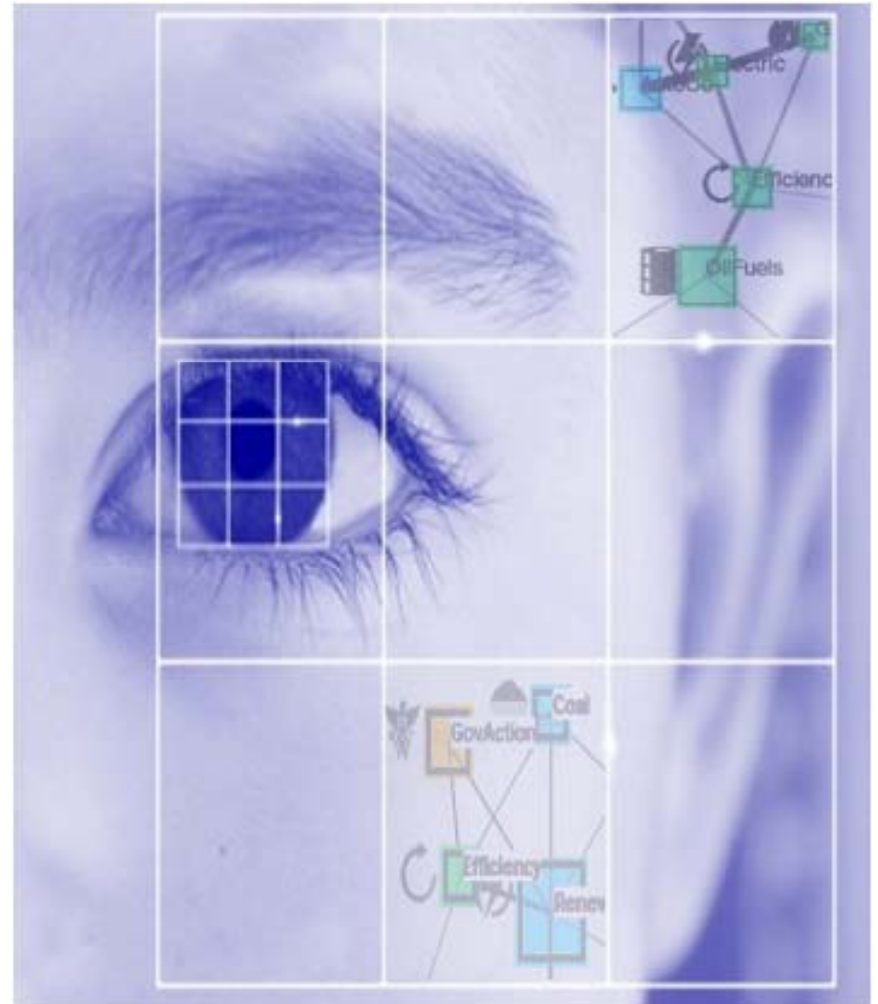




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## Breaking the Reading Barrier – 10,000,000 vs. 200

- News Patterns converts large volumes of news into visual patterns that trigger natural brain perception powers, including threat & opportunity awareness.
- Once a pattern is recognized, News Patterns interfaces expose the important articles that should be read across a wide scope of users and interfaces – not a black box.





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## Natural Visual Perception Can Break the Reading Barrier

- Human perception bandwidth can be significantly increased by visual patterns
- Bandwidth is a function of simultaneous speed of delivery, volume of articles, and relevant insight



10,000,000 bits per second for visual perception bandwidth

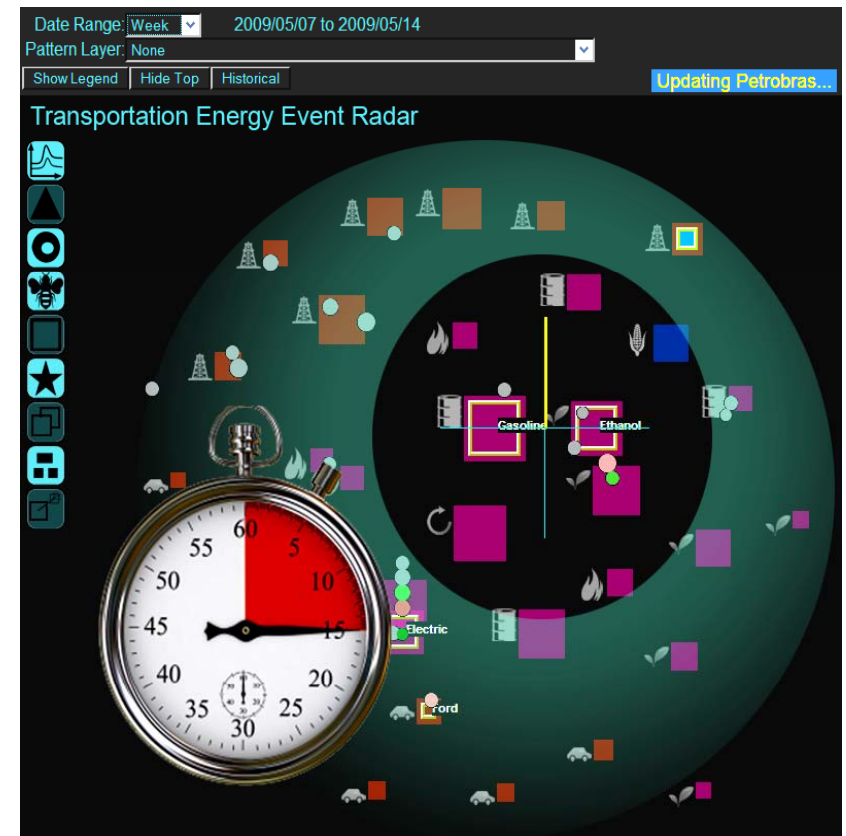
200 bits per second for human reading bandwidth



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# The Solution: Interactive Graphical Interfaces for News

- Time is Money
- Megabit/second visual news patterns delivers many benefits:
  - Instant access to thousands of potentially relevant articles
  - Automatic market event context
  - Continuous market trend discovery and tracking
  - Disciplined process of market insight
  - Freedom to explore market topics without internal bias
  - Expanded scope of smart-phone news alerts and widgets
- News Patterns is offered as subscription services delivered to client computers and other devices.





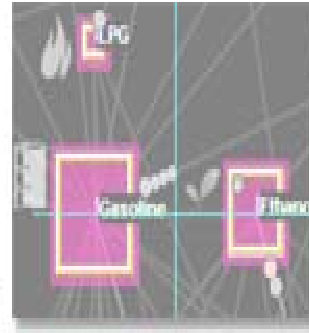
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# The Simplicity of the News Pattern Process

1 Choose time period and watch Event Radar update itself.



2 Select highlighted market elements and patterns.



3 Instantly read specific article reports captured by graphics and patterns.





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## Benefits of News Patterns

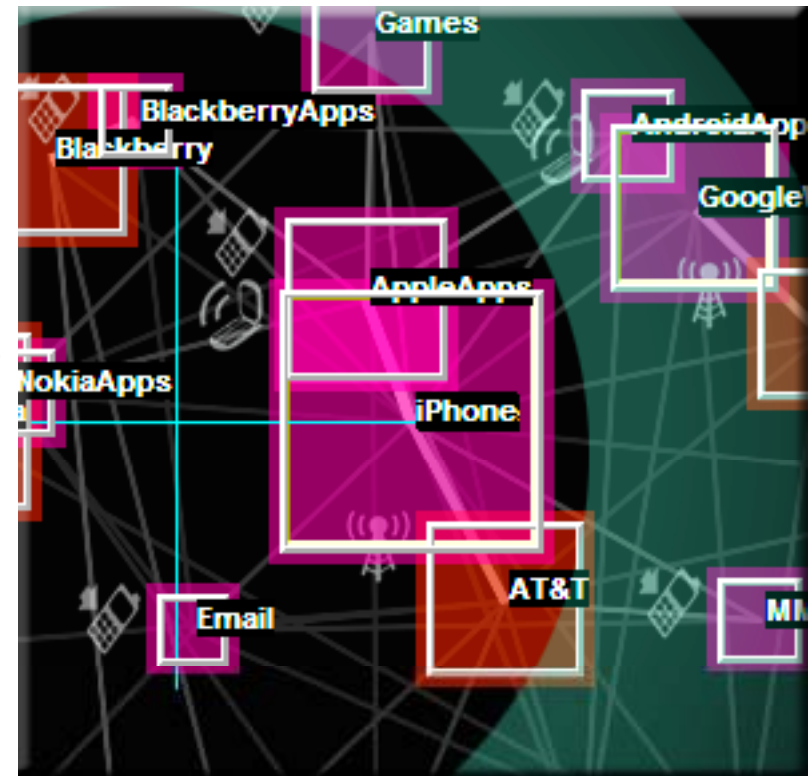
- *Speed - humans have the natural ability to recognize patterns at astounding speeds*
- Enable megabit human awareness - market patterns are seen, not read
- Scan thousands of candidate articles in minutes
- Instant access to prioritized article reports composing news patterns





## Benefits of News Patterns

- *Insight - every strategist, leader or general needs a map of the competitive environment*
- View wide market context as driven by ever changing news
- See dynamic patterns as market elements interact with each other
- Discover and track market trends
- Specific tracking of threat/opportunity patterns in market trends
- Compare patterns and trends over time
- Perform analyses that were impossible without News Patterns engines
- Better respond to market conditions and the language that defines the condition





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## Benefits of News Patterns

- *Scope - Internet's innumerable news sources have changed everything*
- Almost any digital source of news, including Twitter
- Thousands of articles can be viewed from a single Event Radar interface
- Non-traditional sources of news like blogs, message boards and videos
- Powerful filters makes large scope possible
- Individual users can control their sources of news

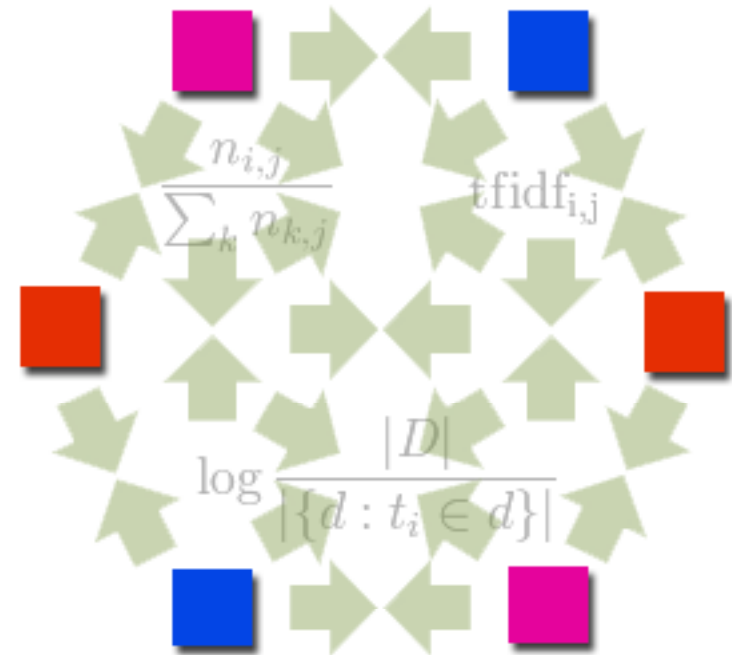




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## Benefits of News Patterns

- *Efficiency - billions of pattern matching calculations automate market intelligence processes*
- Achieve more analysis and insight in less time
- Continually view market news and patterns in one screen
- Complement paid news subscriptions with free digital sources
- Quickly respond to changing market interests
- Begin the conversion to next generation decision processes





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## Value Examples of News Patterns

- News Patterns radars tracked cell phone manufacturer falling behind in customer preferences.
- News Patterns radars tracked evolving market importance of “food prices” in regard to Ethanol as a biofuel.
- News Patterns highlighted emerging election issues in 2008 US Presidential campaign.
- Saved \$400,000 from media monitoring services.
- Saved \$100,000 from corporate aggregation service.





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## There Are No Direct Competitors of News Patterns

- **News Aggregators**
  - Centrally controlled
  - Traditional list distribution
  - Not an analysis platform
- **News Dashboard Tools**
  - Centrally controlled
  - Primary intent is outbound messaging
  - Tools for messaging performance
- **Language Analysis Tagging Tools**
  - Low bandwidth delivery of news/analysis
  - Individual articles, not patterns are highlighted
  - Black box process outside of user interaction
- **News Patterns Access**
  - High speed news and insight delivery
  - Control by individual users
  - Primary intent is inbound insight collection and synthesis

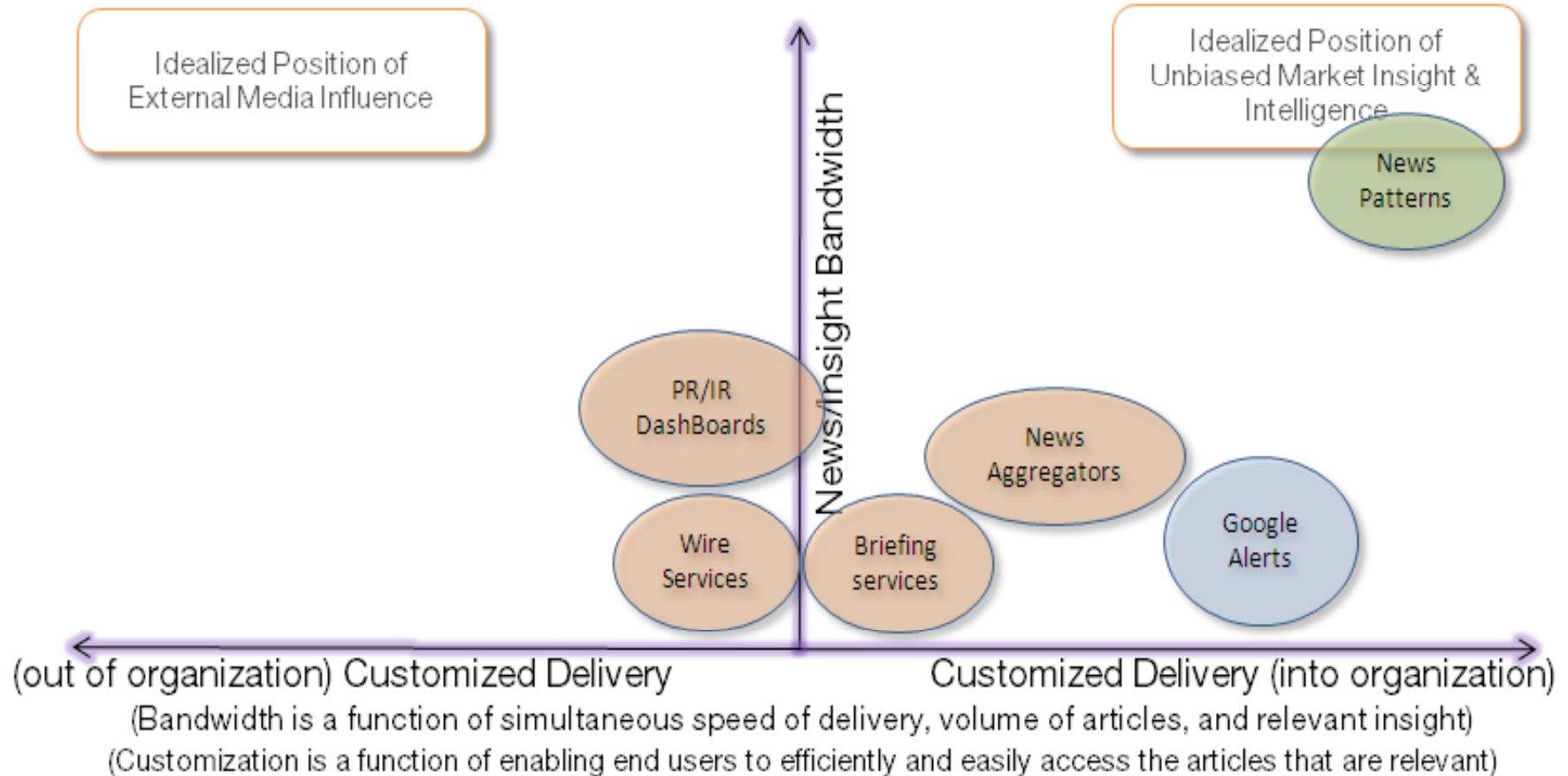




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# The Competitive Position of News Patterns

Competitive Positioning of News/Intelligence Services

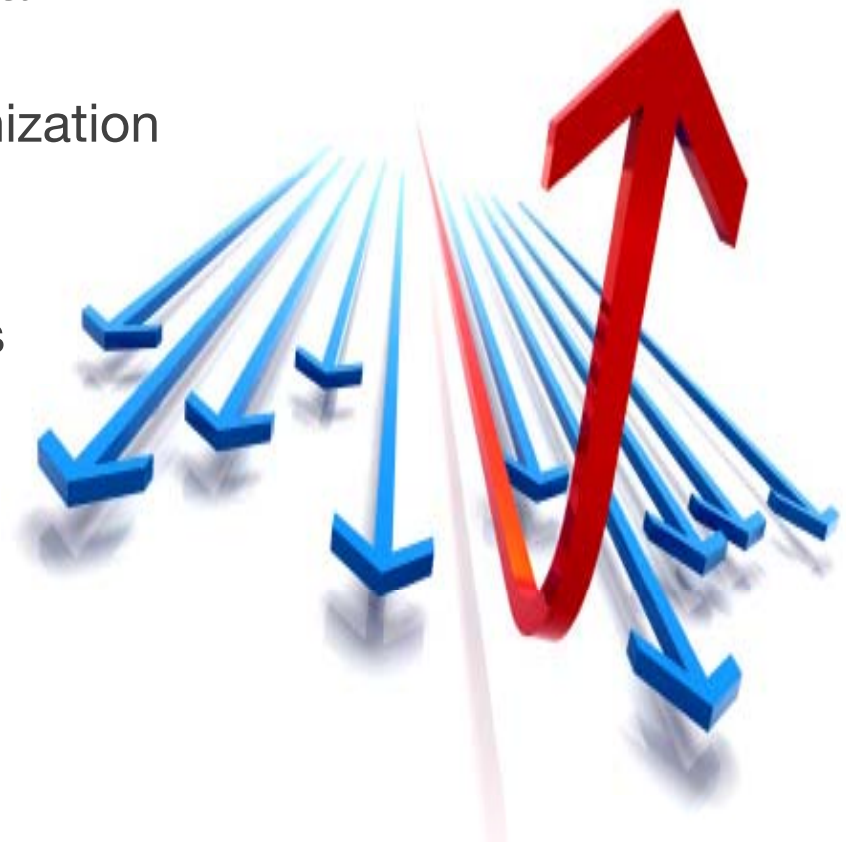




## Breaking the Reading Barrier

- News Patterns delivers universal business value:
  - Superior Insight throughout organization
  - Faster response
  - Greater efficiency (cost savings)
  - Unmatched client responsiveness

? Has any competitive organization ever turned their back on greater information bandwidth: more and better information in less time and expense?

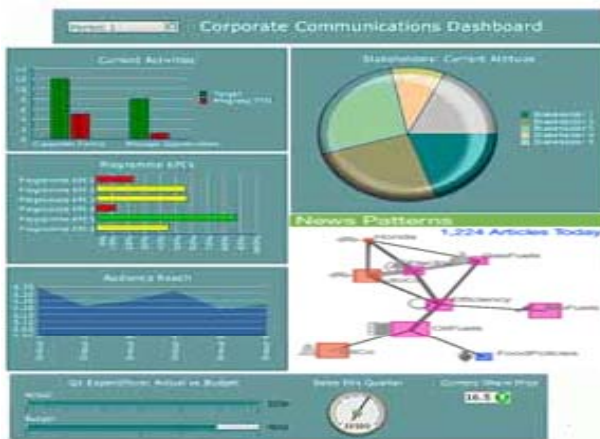




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## News Pattern Personal Radars

- Simplified versions of News Pattern visualizations.
- Applicable for client dash boards.
- Applicable for smart phones.
- Applicable for C Level clients as an “executive summary.”
- Applicable for sales personnel.
- Near term smart phone app.




### The Energy Blog

The Energy Revolution has begun and will change your lifestyle

December 01, 2008

#### EPA Raises Requirements for Renewable Fuels

An item of interest to ethanol producers and other supporters of ethanol is this announcement by EPA, as further clarified by this announcement by EERE:



The U.S. Environmental Protection Agency (EPA) announced on November 17 that the 2009 renewable fuel standard (RFS) will

1,224 Articles Today

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Honda 1,224 Articles Today

GasFuels

Electric

AutoCo

Efficiency

BioFuels

FoodPolicies





# Notes on News Pattern Social Networking

- News Patterns efficiently filters Twitter and other social networking inputs.
  - Private corporate sharing of news and intelligence
  - Innovative Swarm Intelligence calculations
  - Threat/Opportunity flagging
  - Urgency flagging
  - Sorting by clusters
  - Identified user commenting
  - Private viewing permission groups amongst an enterprise
  - Sharing of news filter channels

The screenshot displays the News Patterns interface. At the top, there is a purple gradient header with a 'Home' button. Below this is a search bar with a 'Search' button. The search results are filtered by 'this month' and 'INN - All Sectors'. A 'Go' button is visible next to the search input. The main content area is titled 'Twitter Feed - Toolbox view' and shows a list of tweets. The first tweet is: 'The iPhone 3GS and the Verizon Mifi are 1 connectivity issues. Now if only someone m: them! (Twitter) P 06/22/2009, 16:25'. Below the tweet, it shows 'Swarm Index: 8, Read by 2 users. Flag: 3: great opportuni' and 'Comments: [comment]'. The second tweet is: 'No AT&T 3G in C'Ville...solution: Verizon without it (Twitter) P 06/19/2009, 18:25'. Below this tweet, it shows 'Swarm Index: 11, Read by 2 users. Flag: 3: great opportuni' and 'Comments: [comment]'. At the bottom of the interface, there is an 'Edit Keywords' button and a '[edit permissions] [remove comment]' link.



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## On-Line Demonstration

- See fully operational Event Radar systems aimed and significant markets.
  - Real-time responses
  - Continuous updates
  - Highlighted market patterns and trends
  - Tens of thousands of connected news articles can be instantly accessed through radar graphics.
  - Instantaneous interface response to individual user preferences.

