EXECUTIVE SUMMARY

Psydex is a powerful Search and Discovery software service that enables users to pattern and predict **What the World is Thinking®** in *real time*. Psydex is modeled after financial market trading systems where time series and low latency are the foundation for analysis, understanding and prediction of patterns and trends. Instead of price data though, Psydex turns **News into Numbers**, representing subject matter about *companies, people, topics and themes* as Topic Ticker™ Symbols that can be charted and analyzed as fast and easily as price data.

Psydex is the only company to combine low latency semantic and temporal processing for the analysis of both real time and historical news and information. The company is seeking interest from potential acquirers or strategic investors that can help advance the company vision and accelerate penetration into the market. For inquiries please contact Rob Usey at 404-229-8900 or Rob.Usey@Psydex.com.

Company:
- Georgia Corp. founded in 2004. Subsidiary with US Gov. TS Facility Clearance
- Founders: Rob Usey/Don Simpson. IBM acquired their first company, KnowledgeX
   -Experts in Semantics, Ontology, Social Networks and Large Scale, High Performance Computing
- Funding To Date: $1.5MM from service revenue, $475K in convertible debt
- 2008 revenue to Date: $250K, transitioning into commercial opportunities
- Growing list of 120 Users 5 paying customers (40+ in Pipeline), selling through strategic partners

Target Markets:
- Financial Services (Banks, Broker/Dealers, Hedge Funds, Trading Desks)
   TAM: $6.65T AUM today, $10T AUM in 2010, SAM: $100B–$200B AUM quant funds
   -*Real time* News Alerts/Indicators for Traders
   -Data Feeds for Algorithmic trading systems
   -Dynamic *real time* adjustments to risk models
   -Correlation of News Flow patterns/trends with securities in *real time*
   -Surveillance, Compliance and Investor Relations
- Advertising
   -Dynamic advertising models based on changing sentiment and themes
- Military (DoD/Intel)
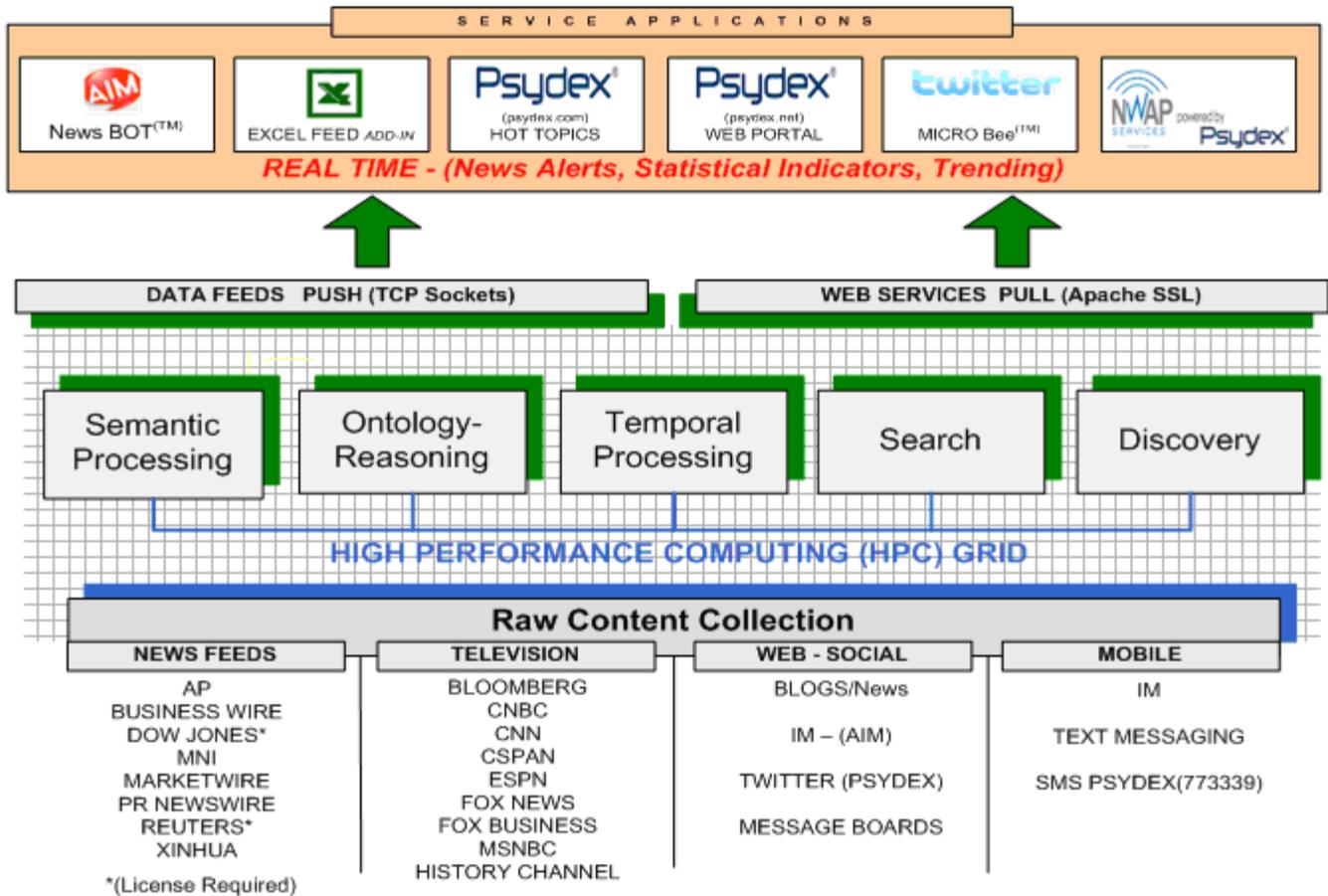   -Measurement and tracking of Information/Psychological Operations

Technology/Service Differentiators (Speed and Flexibility):

Traditional approaches to Search/Discovery require heuristics to be known and applied to content at the point of indexing. With this approach, adding or changing rules requires time consuming reorganization and indexing of source content. This is a serious problem since semantics, knowledge and human understanding are constantly evolving. Psydex's patent pending approach is inverted; alternatively organizing content in *memory* on a large scale enabling creation of ad hoc rules and execution against decades of data in less time than it takes most systems to perform this task on a single document.

Psydex semantically organizes all new and historical content in memory around **_time_** with no rules or assumptions made about the data. Knowledge and rules are completely separate from source data and can change without impacting system availability and performance. Complex rules involving temporal and relative proximity of tokens and phrases are represented as simple Topic Ticker™ Symbols. Instead of just a list of documents, Psydex delivers temporal data streams representing real time statistical counts and measurements of subject matter across widely varying periods and intervals.

Psydex is the equivalent of a real time version of Google Trends combined with Google Alerts and targeted at professionals.

Psydex®

What the World is Thinking®

Service Applications and System

Software/System GRID (Patent Pending):
  "System and Method for Performing Semantic Analysis of Text Streams over Time and Space"
- Software Services load/adjust dynamically with Psydex GRID Manager
- Open Source Linux, Mysql, Apache, Java ~250K+ LOC, 60 components, No 3rd party dependencies
- (27) Dell PowerEdge Nodes (148) CPUs (592 Gigs) RAM. *New Nodes easily added*

- **News Feeds:** Fastest Possible low latency feeds from providers
  -(e.g. Reuters RDF Direct via Radianz, Business Wire Hardware etc…)
  -Others push inbound real time content through 100Mb Pipe

- **TV:** Psydex developed and operates a proprietary caption recovery network
  -Currently collecting 13+ channels (easily expandable for $450/Channel)
  -Average 3 years of collected per channel

- **Web Social:** Proprietary web crawling/collection system for Blogs
  -Web Blogs/News are easily added to crawl list and instantly available
  -AIM (AOL Instant Messaging) Enterprise BOT partner. ScreenName "PSYDEX"
  -Micro Bee™ Micro Blogging functionality. *Users are News Sources*

- **Mobile:** Psydex NewsBOT™ is available through Mobile IM
  -NewsBOT™ available through Mobile IM and potential SMS PSYDEX

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Service Applications
Screen Shots