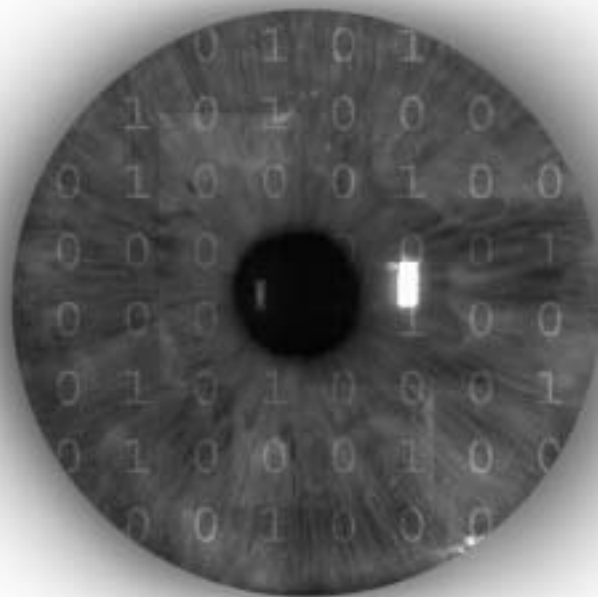


Interactive Intelligence & Automated Semantic Knowledge (ASK) Technology Overview

In 2003, the Internet is estimated to have more than 92,000 terabytes, or 92,000 trillion bytes, of information. With such massive amounts of data available, and the Internet growing each day, it is increasingly difficult to find and leverage content of interest. Despite efforts to capture intelligence, most insight is lost because manual gathering, analyzing, and sharing massive amounts of information in a timely manner is infeasible.

2028's Automated Semantic Knowledge (ASK) is a powerful tool for transforming text into quantified values and useful intelligence by enabling the comparison, connection, and differentiation of data from any electronic source.

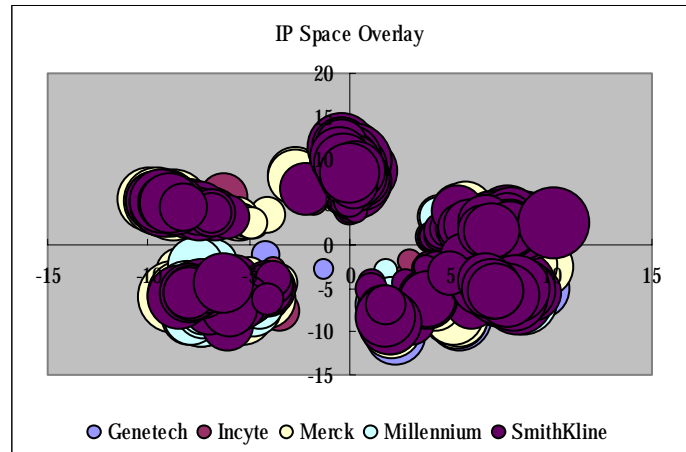
ASK's Interactive Intelligence Services provides various methods for turning raw data into insight including visualization, monitoring, and quantification.



Visualization

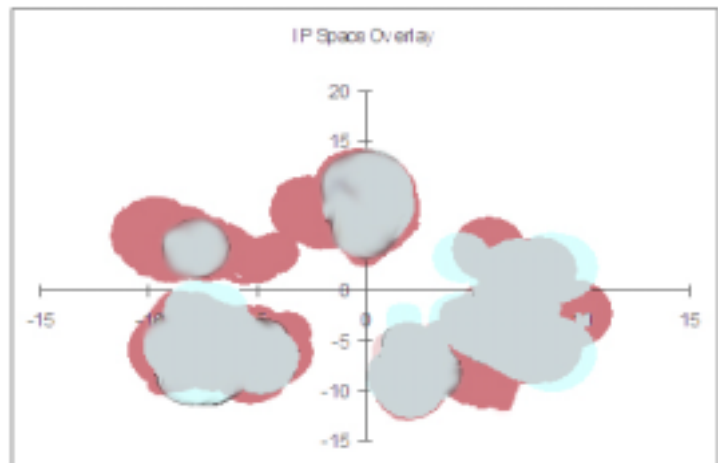
ASK consolidates textual data of any size and format from disparate sources into a descriptive information picture.

- Uncover relationships among concepts, people, situations, and organizations of interest
- Map concepts with respect to sources; compare and contrast the properties of various sources.
- Find new relationships and knowledge generated without the constraints of human preconceptions



Challenge: The CEO of a cutting-edge biotechnology firm wants to understand their global competitive landscape.

Using ASK to process all the information available in patents filed with the USPTO, the CEO quickly identifies all competitor organizations. For each competitor, the CEO can quickly understand the intellectual property areas covered. Not only does the CEO identify where his company overlaps with competitors, he also can quickly identify the gaps where development has not yet occurred.



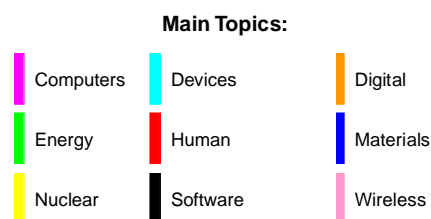
Monitoring

ASK can be your eyes and ears on the Internet, keeping you abreast of all the latest events of interest in one place.

- Easily define people, organizations, concepts, and situations of interest.
- Consolidate information automatically from various sources and filtering out of repetitive information
- Receive automatic email alerts for events of interest.

Challenge: An analyst wants to identify emerging trends and key insights within an industry as they happen.

With ASK, the analyst easily identifies all online sources of industry-related information. ASK continually monitors these sources and consolidates the information in one place. The analyst processes more information by reading summaries of various articles, identifies hot topics from a listing of top concepts extracted from the collection, and finds emerging trends by analyzing the peaks in semantic-time and document count-time graphs.



Quantification

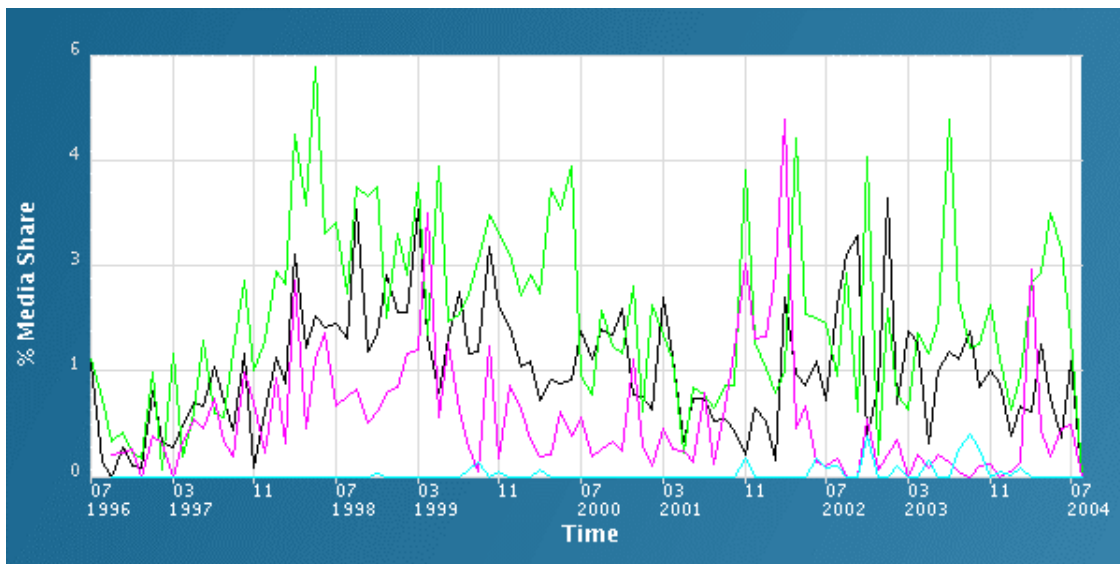
ASK can help you turn qualitative information into quantitative data for use in reports and models.

- Map concepts with respect to time
- Leverage uniform metrics for relevance, similarity, and media share.

Challenge: A public relations manager wants to evaluate the effectiveness of their most recent campaign.

The public relations manager uses a map of the migration of information over the Internet with respect to time to provide her customer with a report of the exposure the campaign provided.

Media Share Comparison of Compaq, Intel, Microsoft, and NVidia



Compaq Intel Microsoft NVidia