psyng

The Sound of Now™
www.psyng.com

INTRODUCING: The PSYNG ***News***BOT — Automated Alerts and Direct Access To Information - NOW

What is the PSYNG ***News***BOT?

The PSYNG ***News***BOT is a light weight news analytics tool designed to leverage existing instant messaging systems to deliver powerful real time news alerts and analysis right to your desktop. Scanning live TV, Newswires and Social Media, PSYNG provides lighting fast search and discovery for Traders, Intelligence Analysts, Journalist and Brand Managers.

In partnership with AOL, PSYNG services are made available through the AIM instant Messaging network eliminating the need for additional software on your desktop. Through the PSYNG Screen name the ***News***BOT accepts your requests and responds instantly with topical alerts, streaming headlines, and stock quotes. Users can create custom alerts and manage a portfolio of interests about companies, people and other topics and themes. All you need is an AIM Screen Name to begin.

How it works...

Create Alerts. Be the 1st to know!

Let the ***News***BOT do the work for you by cutting through the noise and generating alerts on news items that are most important to you.

Search For Headlines & Topics. Get instant insight!

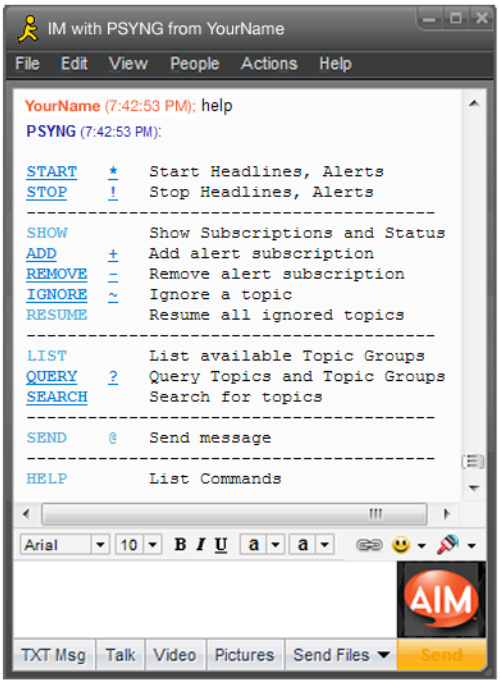
Submit stock symbols and keywords into the PSYNG ***News***BOT and get results, Instantly! It's just that easy and fast.

Manage A Portfolio. Organize your interests!

Organize your interests into focused groups of topics allowing them to be tracked as an index. You can add as many as you like.

Speak your mind. Why just Tweet when you can PSYNG?

Leveraging existing social media platforms, the ***News***BOT enables you to share your interests and news through your Twitter account.



Associated Press · BLOGS · BusinessWire · CNN · DOWJONES · FOX NEWS channel · marketwire · MSNBC · PR Newswire · THOMSON REUTERS · twitter

The PSYNG Service collects and analyzes millions of observations daily from a broad array of media sources such as Newswires, TV feeds, Blogs and Social Media. Sources are custom weighted eg. mainstream media is more heavily weighted than twitter. (Upgrade to full PSYNG service to customize your own source weightings.)

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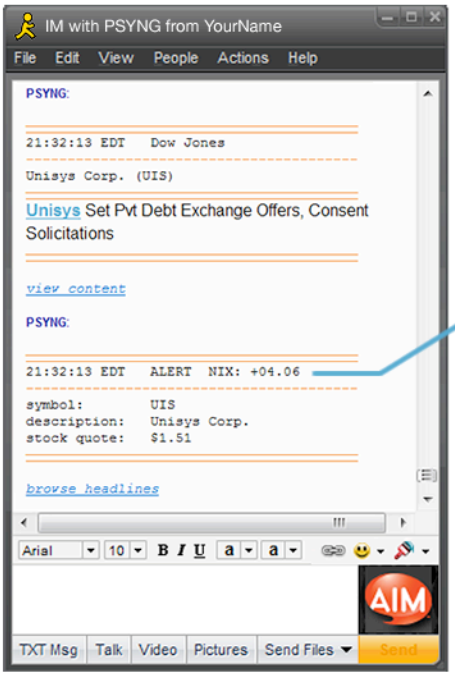


Alert Example

The PSYNG ***News***BOT is your "always on" Buddy that monitors and alerts you when topics you are subscribed to rise above normal chatter levels. Alerts filter the noise using patent pending semantic algorithms and statistics to determine the importance of news items. Historical patterns and trends in topics are used to determine the real-time volatility of a topic.

What is the NIX™ Indicator?

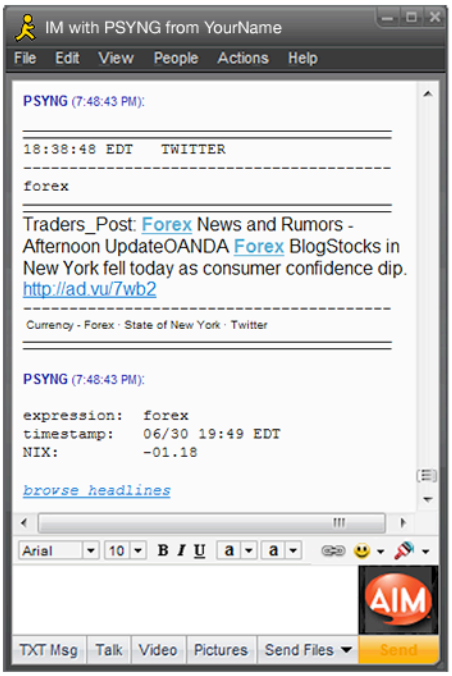
The NIX is a relative indicator that represents the current volatility of a Topic relative to its past. In simple terms the NIX assigns a quantitative value and color code to an alert to enable quick assessment of the importance of a news topic.

HOT	Volatility = +7.0 to +10
	Volatility = +4.0 to +6.9
	Volatility = +1.0 to +3.9
COOL	Volatility = Below +0.9

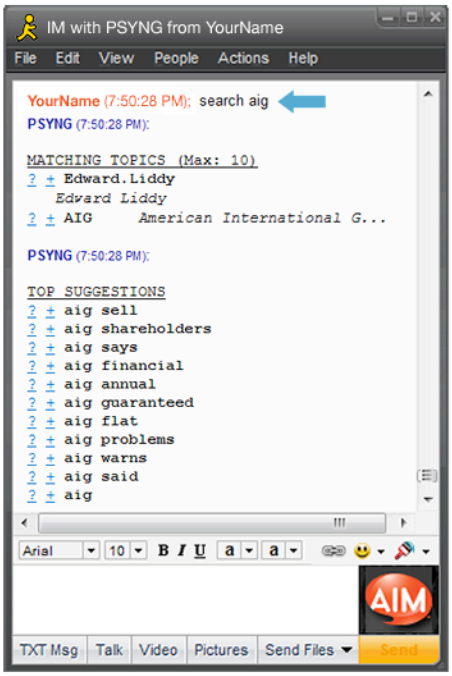
The NIX, or volatility, of a topic is based on standard deviations from the mean of topic mentions.

The color scale is designed to enable you to quickly determine the importance of a news event alert.

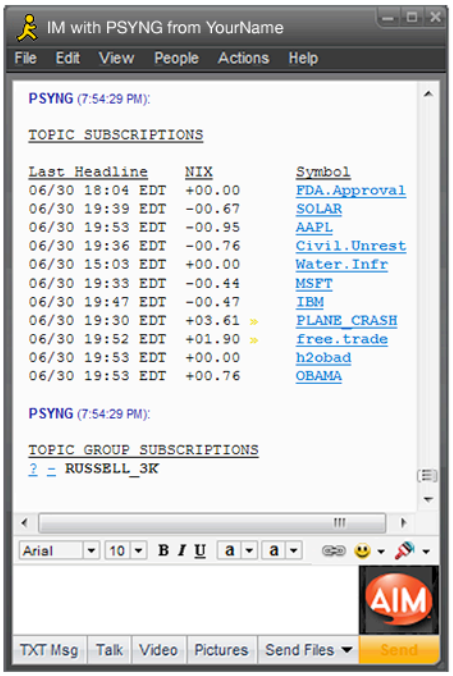
Headline Feeds



Search Results



Browse Subscriptions



How to Register

Note: You must have an AIM account

1 Add "PSYNG" to your AIM Buddy List and send any test message

The NewsBOT will reply with a "Register" Link Message. If you are un-sure how this is done, please consult the help provided in your AIM or AIM-compatible client.

2 Click the replied "Register" link and complete the form in your web browser

Once you have completed the PSYNG registration form we will send a verification email to the email address provided.

3 Check your email and click on the "Verification" link to activate your account.

After you have received the verification email, and clicked the activate link provided, your account is complete. Send a "HELP" message to PSYNG via AIM for a list of commands!

* In the case where an IM Risk & Compliance System (e.g. Symantec IM Manager) is used, the following domains (www.psyng.com, psyng.com) must be added to the policy since the PSYNG ***News***BOT sends URLs for headlines as part of the Alert messages. PSYNG does not install any software on the user's machine or network, it simply responds to control commands and requests made by a user.