

ViewerPro enables traders to automatically capture the impact of news on their trading portfolios

Integrate Emerging News into Trading Strategies

With ViewerPro, you can automatically identify the impacts of financial news on your security-portfolios. Because ViewerPro turns vast amounts of unstructured news into structured electronic trading information in real time, traders, analysts and researchers can decide quicker and stay ahead of their competitors.

Semantic Processing of News

ViewerPro automatically analyses news that is relevant for your portfolio to determine the expected impacts of the information in the news on securities. ViewerPro automates the effective evaluation of textual news. ViewerPro supports traders' services to assess whether emerging news messages affect the value of a specific equity, bond and other asset classes, and it provides an estimate of the magnitude and direction in which the value of a security may be affected.

Powerful Knowledge Capturing and Editing

ViewerPro gives traders a powerful tool to capture and edit news-based financial information. Traders can express their business rules according to their own market insights in an intuitive way, without interference of an external knowledge engineer. This way, organisations are secure to express their own proprietary knowledge and to create their own trading knowledge-base.

Taking Control of your (Algorithmic) Trading Strategy

Real time news processing, based on automatic market-centric analysis, is the most efficient way to control your trading strategy. This way there is no need to implement stringent filters, so the risk of missing important information is minimised. ViewerPro enables you to respond immediately to market changes. For the first time, analysts and traders can combine the information from news messages and press releases with quantitative data into trading strategies. With ViewerPro you can make qualified decisions and manage your trading strategies based on emerging news.

Leading Edge Semantic Technology

ViewerPro processes text by using leading edge semantic technology and was awarded innovation funds from the European Commission. These technologies include meta-data filtering, parsing, gazetteering, stemming, natural language processing, automatic pattern matching, etc. This means that ViewerPro can provide the highest possible recall and the highest possible precision in analysing relevant news for trading portfolios, and is scalable to process huge amounts of data instantly.

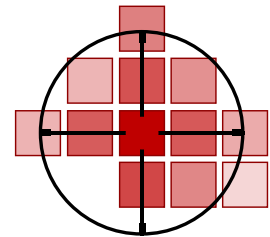
React to Emerging News

Combining powerful semantic analysis capabilities with your trading systems enables your system to react to changing market conditions before these surface in the quantitative market data. This enables the system to pre-select the optimal trading strategy, based on emerging changes in the market.

ViewerPro architecture is service-oriented to enable easy integration and communication with both news providers and your trading systems. ViewerPro can be configured to provide machine readable information in all desired formats.

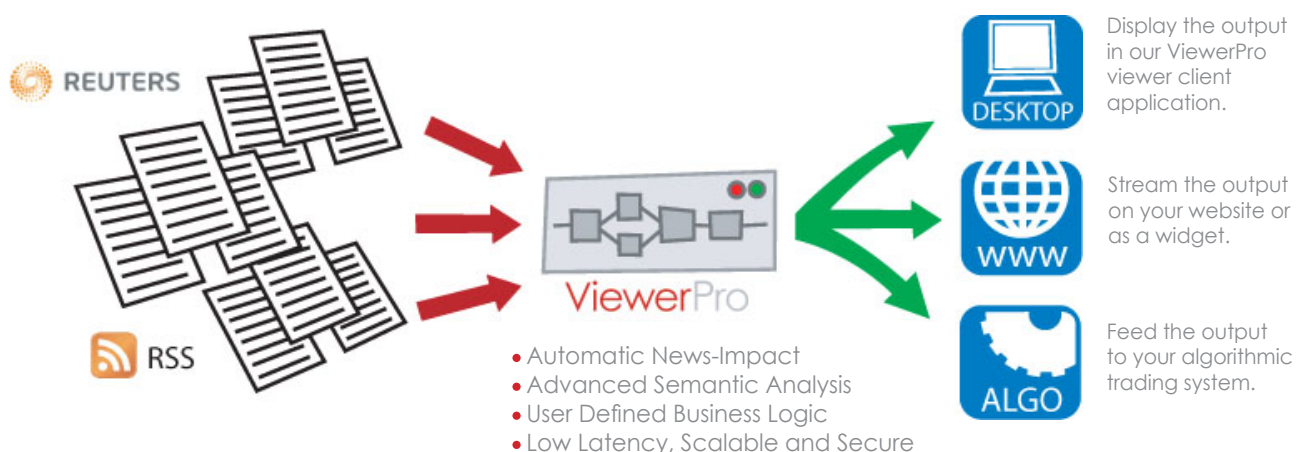


ViewerPro



From News to Trading Information

ViewerPro can receive (financial) news feeds from disparate sources, such as ThomsonReuters, RSS feeds, etc. These streams are processed by using computational linguistics, formal logic and semantic analysis. This way, ViewerPro determines the positive or negative impacts of the information described in the news on the portfolios that are relevant to the user.



Multiformat input

ViewerPro is platform independent and can process all kinds of news feed formats. For example, it is capable of handling news feeds from ThomsonReuters, RSS feeds and can be configured to support any other information source that you require.

Semantic Processing

Once the information is fed in the ViewerPro system it undergoes several kinds of processing in order to filter out unwanted information and select the information that is relevant for your business. Large numbers of news messages are filtered for equity-specific news and the semantic analysis system of ViewerPro interprets the impact of every individual news message. This yields a list of relevant news messages with their impacts on the associated equities. This way ViewerPro enables you to keep up to date on all news and their impacts on the equity-portfolios of your interest.

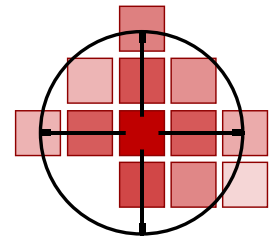
Real time Information on your Desktop

The output of the ViewerPro system consists of positive and negative impacts on equity-portfolios. The real time information on news impacts can be viewed on any desktop computer that has access to the ViewerPro server. This configuration is mostly used to support traders, risk-managers and equity analyst.

Custom Integration into your Algorithmic Trading System

Since the output of the ViewerPro system is machine-readable, it can also be integrated into your algorithmic trading system. The positive and negative news impacts can be combined with any other input to further optimise your algorithmic trading strategies.

ViewerPro

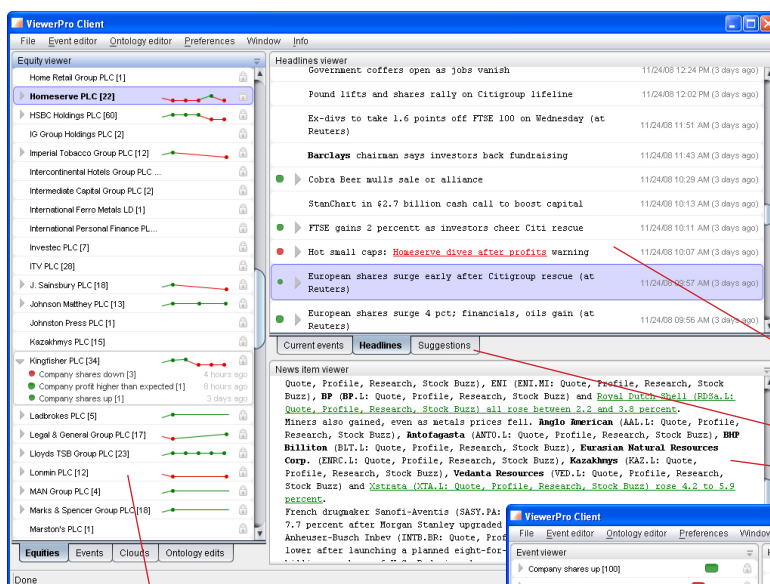


The Interface

ViewerPro has a user-friendly, single screen interface that consists of a menu bar and three viewer windows.

The **Menu bar** gives access to various functions, such as the adjustable scope (time period) over which the news messages are analysed, as well as various view options. In the administrator version, there is the possibility to publish events and ontologies.

The **Headlines viewer** window shows the headlines of all financial news messages within the scope, with their date of publication. News messages that are found to have an impact on the stock value of a company are highlighted with green or red dots, depending on whether the impact is positive or negative. The size of these dots represents the size of the impact. The content of news messages can be read in the News Item Viewer, and by selecting the Current Events tab all messages that have an impact are shown together.



The **Suggestions tab** enables users to provide their administrator with suggestions about the interpretation and impact of specific news messages or events. The administrator, in turn, can manage these suggestions and adjust the events and their respective impacts.

the headlines viewer

the suggestions tab

the news item viewer

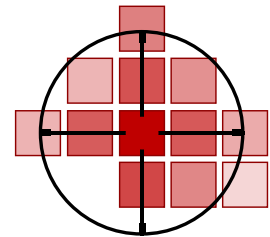
the equity viewer

the event viewer

The **Equity viewer** shows each company name, together with a number that indicates how many times the company was mentioned in the news. When a company is mentioned, the impact of the news is represented in a graph, where green and red represent positive or negative impacts.

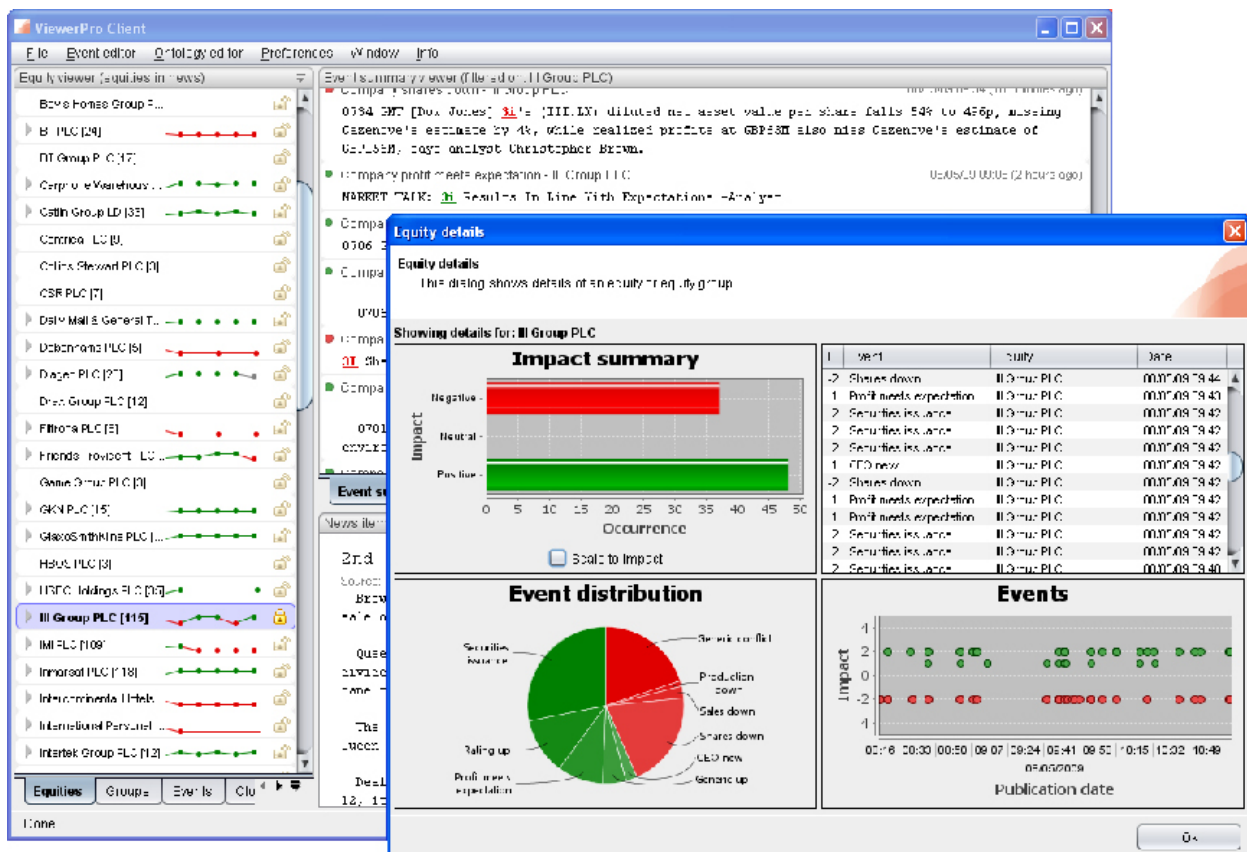
The **Event Viewer** tab shows what the impact of individual event is on various equities, with its impact visualised in green or red.

ViewerPro



Advanced Semantic Statistics

The ViewerPro system uses advanced semantic processing to determine the impact of financial news. The statistics on the detected events and their impact can be displayed for every equity in the 'equity details' window. This window gives a graphical overview of the impacts of news on the selected equity (with the option to weigh the results by magnitude of impact), the distribution of positive or negative events in a pie-diagram, a timeline of event occurrences and an overview of the type of events.



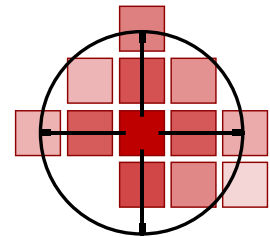
Comparing Impacts and Equity Developments

The information in this window enables you to view graphs on single equities or equity groups and to plot news impacts on a timeline. This makes it possible for you to compare the occurrence of the recognised event and their significance with the industry group, competitors or an index.

The views are especially useful for user who are interested in the recent history of an equity (group) in the news. Also, insight in the behaviour of the users' knowledge base (ontology) and event detection patterns and suggestions for knowledge base updates can be gleaned from these statistics.

The semantic statistics are accessed by right clicking on an equity from the equities list and are available in ViewerPro version 3.5.

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ViewerPro Event Editor

The ViewerPro administrator can edit the patterns that recognise events by using the Event Editor. These patterns consist of combinations of terms that are annotated in the news messages. The administrator can use the users' suggestions to edit these patterns, as well as the event's impact. The annotated terms can also be edited.

the event editor

creating a new instance

creating a new event

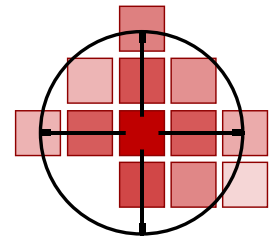
Editing events

Events can be edited by selecting a piece of text. The annotations of this text form the basis of a pattern that can be added to an event.

Creating an event instance or a new event

When a user's suggestion does not match any of the defined events, the administrator can choose to create a new event by clicking the Create New Event button, which opens the New Event window.

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Macro-economic analysis

ViewerPro semantic analysis technology is very flexible and the information about equities can be combined intelligently to reflect the status of various macro-economic developments. Its main technological feature is its capability to process and interpret news messages in real time, which results in constantly updated equity-value information. By combining the equity information the status of, for example, countries, economic indicators (such as employment or interest), market sectors (such as oil, manufacturing, banking) or market behaviour (such as DAX, Euronext, FTSE) can be easily collected in a single, user-friendly application. ViewerPro technology can be used to interpret financial news for macro-economic purposes to provide a more global overview of the news sentiment to support mid-term portfolio based investment decisions.

Further ViewerPro developments

The logical next step for the development of ViewerPro is to combine such a macro-economic application with numerical data about the historical performance of the depicted indicators. This would effectively result in a system that provides historical information together with an indication of the current expectation of the direction that developments will take, based on the recent news.



For more information,
please contact us at:

Semlab
Zuidpoelsingel 14a
2408 ZE Alphen a/d Rijn
The Netherlands

tel: +31 172494777
fax: +31 172497780

e-mail: sales@semmlab.nl
web: www.semmlab.nl

