



CASSANDRA (Computerised Analysis of Stocks and Shares for Novelty Detection of Radical Activities)

CASSANDRA represents an ambitious solution to the problem of insider trading and market abuse. The project is funded by Northstar equity and Investment proof of concept and is being developed by academics at the University of Sunderland in the North East of England in collaboration with measuredmarkets in Canada.

The University of Sunderland's School of Computing and Technology has extensive experience of software development for industrial projects ranging from small proof of concept projects to multi million pound European Framework Seven initiatives. This means CASSANDRA has at its disposal some of the best software developers and project managers available.

ABOUT CASSANDRA

CASSANDRA aims to prevent two forms of market abuse.

- Insider trading; the trading in stocks and shares using non public information.
- Market manipulation; the publication of misleading, false, or inaccurate information which drives up or down share prices.

CASSANDRA combines the power of statistical modelling approaches with headline analysis and web search capability to provide both early warning and retrospective analysis of data. Insider trading can occur in many scenarios.

- Merger or acquisition between two companies
- Change of senior management (CEO etc)
- Approval or rejection of a pharmaceutical company's latest drug.

This information becomes public in many different formats, company web sites, news stories (Bloomberg, Reuters), chat rooms (Yahoo, Motely Fool). CASSANDRA operates in two stages:

- Identifying "areas of interest" in a financial time series. Using an event date, and then moving backwards over any number of trading days, unusual trading days are identified and stored for further analysis.
- Using semantic web technology we seek to identify internet based stories that relate to the company under investigation. Using sophisticated artificial intelligence software we aim to provide clients with a Decision Support System which "tells them" when market manipulation may occur by explaining sudden changes in price, volume and trade in terms of activities in a wider world context.

It is this merger of statistical, artificial intelligence and semantic web technologies which gives CASSANDRA its power and offers financial and business organisations a powerful tool in the fight against market abuse and manipulation.

INTERFACE SCREENSHOTS:

CASSANDRA

1.Login 2.Choose Stock 3.Event 4.Summary 5.Analysis 6.Results

Listing Exchange Code Stock Name

New York Stock Exchange ### *****

Press Select button to accept this stock.

Select

Exit Log Off

CASSANDRA

1.Login 2.Choose Stock 3.Event 4.Summary 5.Analysis 6.Results

Event Date Event Window (Trading Days) Analysis Start Date

22 Sep 2009 20 40 60 80 100 120 25 Aug 2009

Days Days Days Days Days Days

Press Select button to accept this data or press Back button to re-select the required stock.

Back Select

Exit Log Off

CASSANDRA

1.Login 2.Choose Stock 3.Event 4.Summary 5.Analysis 6.Results

Event Date: 22 Sep 2009
Start Date: 25 Aug 2009
Event Window: 20 Trading Days

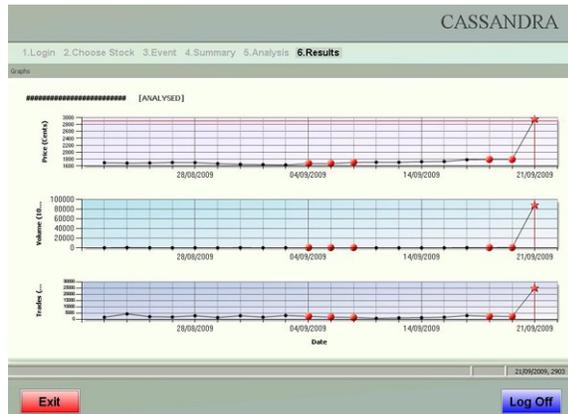
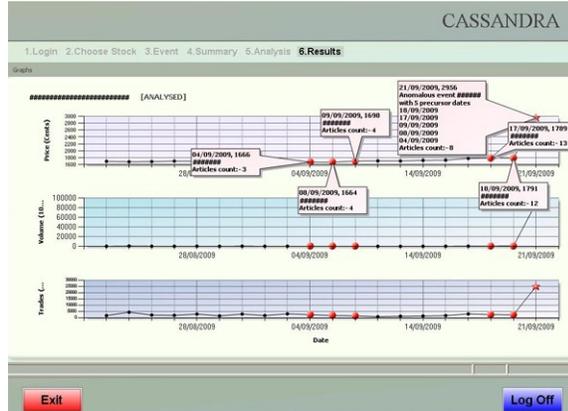
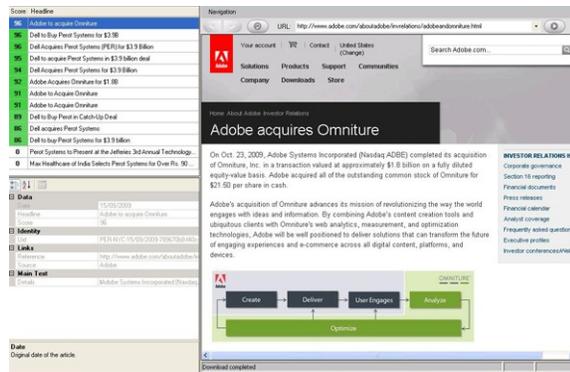
Press Submit button to perform an analysis with this data or press Review button to re-enter your data.

Review Submit

Warning: This action cannot be reversed

Exit Log Off

INTERFACE SCREENSHOTS:

Search: Omniture

1. Adobe to Acquire Omniture

2. Dell to Buy Peer Systems for \$3.9B

3. Dell Acquires Peer Systems (PER) for \$3.9 Billion

4. Dell to acquire Peer Systems in \$3.9-billion deal

5. Dell Acquires Peer Systems for \$3.9 Billion

6. Adobe Acquires Omniture for \$1.9B

7. Adobe to Acquire Omniture

8. Adobe to Acquire Omniture

9. Dell to Buy Peer in Cash-Up Deal

10. Dell acquires Peer Systems

11. Dell to buy Peer Systems for \$3.9 billion

12. Peer Systems software at the software 3rd Annual Technology

13. Has Healthcare of India Selects Peer Systems for Dev. Rs. 90

Date: 15/09/2009

Trade: Adobe to acquire Omniture

Value: \$B

Identity: PER ACQ: 15/09/2009 2009/09/15/09

Summary: http://www.adobe.com/aboutadobe/pressroom/

Main Text: Adobe

Details: Adobe Systems Incorporated (NASDAQ:ADBE)

Date: Original date of the article

Investigation: http://www.adobe.com/aboutadobe/pressroom/AdobeAcquiresOmniture.html

Your account: United States (Change)

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Adobe acquires Omniture

On Oct. 23, 2009, Adobe Systems Incorporated (NASDAQ: ADBE) completed its acquisition of Omniture, Inc. in a transaction valued at approximately \$1.9 billion on a fully diluted equity-value basis. Adobe acquired all of the outstanding common stock of Omniture for \$21.50 per share in cash.

Adobe's acquisition of Omniture advances its mission of revolutionizing the way the world engages with data and information. By combining Adobe's content creation tools and ubiquitous clients with Omniture's web analytics, measurement, and optimization technologies, Adobe will be well positioned to deliver solutions that can transform the future of engaging experiences and e-commerce across all digital content, platforms, and devices.

INVESTOR RELATIONS BOX

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