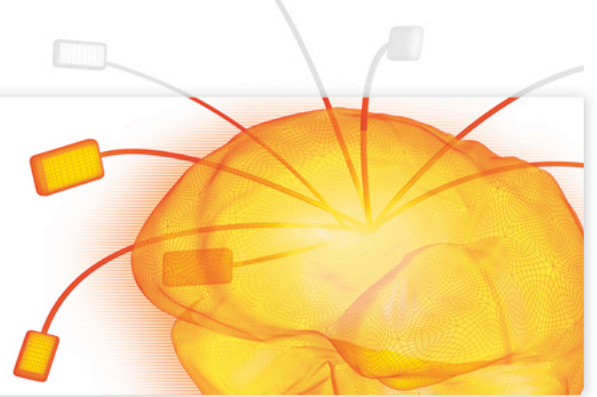


biologically  
inspired  
intelligence

**ai-one™**



## Press Release

### ai-one inc. Announces Addition of Steve Ardire and Steve Bastasini to Lead US Marketing and Business Development Effort

La Jolla CA | Zurich Switzerland June 16 2010 - ai-one inc., a provider of software development technology (SDK) for semantic associative search and semiotic analysis, has recruited two industry veterans to position the company as a key supplier of tools for the semantic web and intelligent computing applications.

**Steve Ardire** will serve as Advisor, Product Marketing and Strategy, with primary responsibility for defining and positioning ai-one™ products. For the past 15 years, Steve has provided incisive business strategy and development, product marketing, and sales consulting services to 'disruptive' early stage software startups. His focus is in semantic knowledge discovery, enterprise information management, E2.0 and related. His strength is to establish value— defined through the customer — as the guiding mind-set for all customer interactions.

As VP Business Development **Steve Bastasini** will lead the build out of the partner network and OEM account sales, also supporting the distribution of products built with “ai-one™ inside”. He has 18 years experience driving profitable international business development & strategic alliance revenues in the Internet sector and has over 10 years experience in the semantic technology and Semantic Web sectors. Steve is co-founder and board member at Cerebra and actively involved at Semantic Universe. He formerly served at Modulant Solutions, Monster.com, Travel Tourism Jobs, vivid studios and vivid Travel Network.

**About ai-one inc.** ai-one inc is based in San Diego and Zurich. It has developed an adaptive holosemantic data space with semiotic capabilities (“biologically inspired intelligence”) that allows users to quickly analyze and discover meaningful patterns of interleaved text, time related data, and images. With an ai-one™ SDK, developers create intelligent applications deliver better sense-making capabilities for semantic discovery, knowledge collaboration, sentiment analysis, business intelligence, data mining and more. It also provides complex AI with reasoning and learning capabilities that get smarter with each use.

#### **ai-one inc.**

Tom Marsh, COO  
5711 la jolla boulevard  
la jolla, california 92037  
ph 1 858 364 1951  
[united states](#)

#### **ai-one ag**

Walt Diggelmann, CEO  
flughofstrasse 55  
8152 glattbrugg-zürich  
fon +41 44 828 4530  
[switzerland](#)

[www.ai-one.com](http://www.ai-one.com)