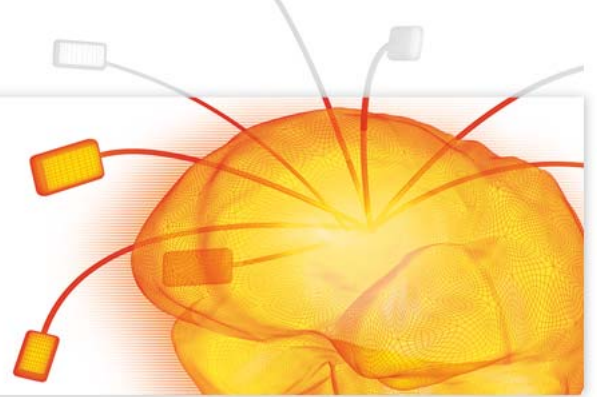


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Press Release

Auto-Semantics to Develop Social Media, Search and Enterprise SW Partners for ai-one

La Jolla CA | Zurich | Berlin March 3, 2011 – Last month, [IBM's Watson](#) made machine learning front page news by beating human competitors to win the Jeopardy Challenge. Now any programmer can build machine learning applications thanks to a new distribution deal between [ai-one](#) and startup Auto-Semantics (www.auto-semantics.com).

The technology is already here. In February, ai-one inc. released [Topic-Mapper](#), a [software development kit](#) (SDK) that enables programmers to create intelligent applications that can read and understand text. It can help build better search programs, decipher unstructured data and create new collaboration tools. It competes against a growing group of open-source tools. Topic-Mapper is different because does not require any specialized programming skills or expertise in artificial intelligence technologies.

“Now the challenge is getting Topic-Mapper into the hands of developers,” said ai-one President Tom Marsh. “That’s why we are excited to expand our distribution with Auto-Semantics. They are an entrepreneur-driven company that knows the how to form partnerships in the enterprise data, social media, search and mobile markets.”

Unlike IBM, Auto-Semantics serves customers that don’t have millions to spend on experimenting with new ideas. Rather, they target companies that have a do-it-yourself approach to building applications. “We enable any developer to incorporate machine learning into their programs” said Auto-Semantics founder and CEO, Olin Hyde, “Our customers are innovators. They are hackers. They want low-cost ways to quickly build mobile and social media applications.”

The contrast between IBM and ai-one’s approach is drastic. Watson relied upon a large team of specialized engineers working on a custom-built application running on a massive clustering of expensive computers. “Our approach is simple,” explained Hyde, “We give you an API that uses an interface very similar to Microsoft’s Visual Studio. You can be up and running in an hour.”

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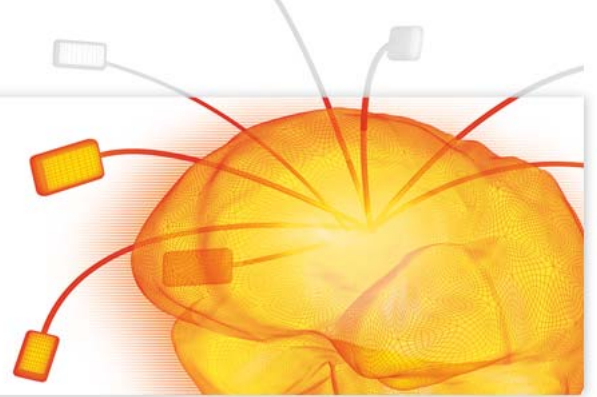
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Auto-Semantics and ai-one offer a 30-day free trial. “Our technology is disruptive,” added Hyde, “the proof is that we are cheaper, faster and easier than the alternatives. Everything we do works with off-the-shelf hardware and software.”

About Auto-Semantics, based in San Diego California, Auto-Semantics is a value added reseller (VAR) of machine learning technologies, software development kits (SDKs) and related services. Auto-Semantics enables corporate IT departments to develop and maintain state-of-the-art machine learning applications using semantics and AI technologies.

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About ai-one inc., ai-one provides an “API for building learning machines”. Based in San Diego, Zurich and Berlin, ai-one’s software technology is an adaptive holosemantic data space with semiotic capabilities (“biologically inspired intelligence”). The Topic-Mapper™ SDK for text enables developers to create intelligent applications that deliver better sense-making capabilities for semantic discovery, lightweight ontologies, knowledge collaboration, sentiment analysis, artificial intelligence and data mining.

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