



Issue 1 / May 2010

## Contents

- New name + new look
- Semtech 2010
- ai-one inc. + Dr. James Hardt
- Red Herring Global 100 Award

### New name + new look

At the recommendation of our marketing agency and overwhelming support of our shareholders, we are pleased to offer you this preview of our new name and the new look coming to our website and all of our marketing materials. The launch of the name and branding is timed to coincide with our appearance at SemTech 2010 and the public filing of our company with the SEC. After months of laying the groundwork for the new era of ai-one™ technology, we are pleased to present our new look.

*Wie von unseren Markt- und Marketing-Strategen empfohlen, freuen wir uns, Ihnen bereits heute eine Vorschau auf das neue Design und den Namen unserer Firma zu geben. Die Veröffentlichung des neuen Firmennamens geht einher mit unserem Auftritt an der SemTech 2010 Ausstellung in San Francisco nächsten Monat und mit der Anmeldung bei der SEC.*

### SemTech 2010

In San Francisco at SemTech 2010, Walt will discuss new developments in ai-one™ Topic-Mapper and introduce the innovative ASTIS™, the new Brainup™ and CENDOO® Butler products that are being readied for sale by our OEM partners. In his 30 minute presentation to over 1,000 of the top experts in semantic technologies, Walt will describe how ai-one's biologically inspired intelligence can enable new applications for the Semantic Web.

*Besuchen Sie uns an der SemTech 2010 in San Francisco. Walt wird an einem Vortrag über unsere Basis-Technologie sowie über die ersten Produkte wie ASTIS™, Brainup™ und CENDOO® Butler referieren.*



### Join Us

at SemTech 2010 in  
San Francisco June 21  
- 25.

### ai-one

receives a Red Herring  
100 Award in the  
global category.

Past award winners include  
Google, Yahoo!, Skype,  
Netscape, [SalesForce.com](http://SalesForce.com) and  
YouTube.

### Security Summit 2010

ai-one exhibited once again at  
this conference of top  
government and industry  
leaders focused on cyber  
security, forensics,  
intelligence services and  
defense.

### Manfred's Corner

How do we cope with one  
of the biggest challenges  
in IT, information

## ai-one inc. + Dr. James Hardt

Efforts are being planned to evaluate possibilities for the integration of the two neural analysis approaches for enhanced functionality in ai-one and Dr. Hardt's training and therapy programs. See our interview with Dr. Hardt, Walt and Manfred Hoffleisch on YouTube.

Dr. James V. Hardt is a physicist, psychologist and psycho physiologist with over thirty years of research and clinical practice in neurofeedback. The Biocybernaut Institute offers intensive training programs using custom advanced technology in the field of neurofeedback. Neurofeedback, also known as EEG biofeedback, is an approach used to train brain activity. Neurofeedback can literally change the way our brains work and can be used to develop peak performance.

In neurofeedback, therapists attach electrodes to a patient's scalp. Through these electrodes, a device measures electrical impulses in the brain, amplifies them and then records them. These impulses are divided into different types of brain waves. In order to concentrate on a task, parts of the brain must produce more high-frequency beta waves. To relax, the brain must produce more low-frequency theta waves. The patient is rewarded with positive feedback when he or she makes more theta waves.

## Red Herring Global 100 Award

*At the Ritz Carlton Hotel in Laguna Niquel, CA on January 14, 2009, Walt Diggelmann spoke at the Red Herring Global Conference as a Red Herring Global 100 Finalist.*

The Red Herring's Global 100 award lists the year's most promising private technology ventures from around the world based on their technological innovation, management strength, market size, investor record, customer acquisition, and financial health.

"This year was especially difficult," said Alex Vieux, publisher and CEO of Red Herring. "Despite the global economic situation, there were many great companies producing really innovative and amazing products that we had a difficult time narrowing the pool and selecting the finalists. Now we're faced with the arduous task of selecting the final 100 winners of the award. We know that this year's crop will grow into some amazing companies that are sure to go far."

Red Herring is a global media company uniting the world's best high-technology innovators, venture investors, and business decision-makers in a variety of forums: a leading innovation magazine, an online daily technology news service, technology newsletters, and major events for technology leaders around the globe. Red Herring provides an insider's view of the global innovation ecosystem, featuring unparalleled insights on the emerging technologies driving the economy.

all data should be accessible, once it is entered into a computer. Indeed, the growing variety of business intelligence solutions, operating systems, formats and databases adds to the challenge. However, inaccessible data is lost knowledge. How do we access this knowledge?

Paradoxically, knowledge in a company is linked to a certain person or persons. This means that only with the help of this person can the wealth of the archives be unlocked. The creativity and knowledge of this person is based upon association. Knowledge is not just a collection of information, but it stands in context, with something else. A piece of data gets a meaning for us when we associate it with other things. When we encounter a piece of data, our first action is usually to attempt to find a way to attribute meaning to it. And we do this by associating it with other things. It's so easy for humans, to understand semantic or meaningful information. We either understand it immediately or we ask because we do not understand. At the latest, if we have to raise and educate children, we realize, that there is so much useless information out there. "We must be carefully, what we teach to a semantic system, it's like educate a human" ...says **Manfred Hoffleisch, head of R&D.**

*In Januar gewannen wir den Red Herring 100 Global Preis. Red Herring zufolge tritt ai-one in die Fusstapfen von Google, eBay und Youtube. Die Auszeichnung des weltweit tätigen Medien-Unternehmens Red Herring gelten in Fachkreisen als Ritterschlag und ist entsprechend prestigeträchtig. Der Award wird jedes Jahr an Privatunternehmen verliehen, die nach Auffassung der Red Herring-Jury in allen Geschäftsbereichen Innovationsmasstäbe setzen und damit einen großen Einfluss auf die Technologien der Zukunft haben. Analysiert werden beim weltweit angelegten Auswahlprozess Faktoren wie Finanzdaten, Qualität des Managements, Geschäftsmodell sowie das Engagement für Forschung und Entwicklung.*

**ai-one inc.**

**united states**

5711 la jolla boulevard  
la jolla, california 92037  
ph 1 858 531 0674  
www.ai-one.com

**ai-one ag**

**switzerland**

flughofstrasse 55  
8152 glattbrugg-zürich  
fon +41 44 282 4530  
www.ai-one.com

[Unsubscribe](#) | Copyright © 2010 ai-one, inc. and ai-one ag.