



## company overview

### press & media contact

Fred Haskins  
716.688.1330  
fred.haskins@microlanguage.com

### company contacts

Robert Fritzing, President & CEO  
Greg Swarts, Director, Marketing & Sales

### our business

Microlanguage™ develops and markets next generation intelligent language processing technology and related services to OEMs, systems integrators, and portal information providers. Microlanguage technology enhances the value of their products and services in the domains of global 2000 technology, finance, healthcare, pharmaceutical, bioinformatics, manufacturing, and national security. Microlanguage develops and delivers platform-independent component technology and support that strengthen the information retrieval capabilities of knowledge management applications, ensuring that knowledge workers get all the information they need, and none that they don't.

### business timeline

- ▶ May 1999, Brian Grom founded Bard NLP to develop a Natural Language Processing (NLP) technology that would overcome many of the challenges inherent to spoken language. Mr. Grom invented a means by which software can derive meaning from text.
- ▶ April 2001, Robert Fritzing founded Microlanguage LLC to acquire, develop, and commercialize the assets of Bard NLP. Fritzing, former co-founder of Voice Technologies Group, examined Mr. Grom's technology and immediately recognized its commercial potential and value.
- ▶ December 2001, Microlanguage released v1.0 of its NLP software developer's kit (SDK).
- ▶ July 2002, Microlanguage licensed its Thematix™ SDK to Raytheon for DoD applications.
- ▶ August 2002, Microlanguage licensed Thematix to IBP for patent search & analysis applications.
- ▶ August 2002, Microlanguage partnered with ObjectFX™ to develop and market integrated applications of Thematix and SpatialFX™ for homeland security and commercial applications.
- ▶ October 2002, Microlanguage became a member of the Oracle PartnerNetwork, and part of the Oracle9iApplication Server Initiative.
- ▶ October 2002, Microlanguage partnered with streamXML™ to develop and market Thematix-enhanced content management systems for defense and commercial applications.
- ▶ February 2003, Microlanguage closes its Series A financing round, converts from an LLC to a corporation, and changes its name to Microlanguage Incorporated.

### the market

Microlanguage is focused on both Federal and Commercial markets. Within the Federal sector, the Company's principal focus is Homeland Security and National Defense. Within the Commercial sector, the Company's targets include: Bioinformatics, Financial (non-banking), and High Tech - Manufacturing.

### the microlanguage solution

Thematix, Microlanguage's intelligent language processing technology, overcomes the shortcomings of conventional search technology by delivering levels of precision and recall that far exceed those possible with Boolean and Bayesian technologies, and extracting concepts from unstructured and structured text. Conventional search technologies miss much of the relevant information, and return lots of irrelevant (i.e.

## company overview

spurious) information. With such results, the knowledge worker must spend time wading through all of the information returned in search of the relevant information. Moreover, a new search must be initiated in an attempt to gather the missed information, or worse yet, the knowledge worker has no idea how much relevant information was missed.

Thematrix enables knowledge workers to retrieve a very high percentage of available relevant information (recall), and ensures that an equally high percentage of the information retrieved is relevant (precision). But Thematrix goes one step further and allows the knowledge worker to search on concepts, not just on keywords or phrases. Using patent pending technology, Thematrix recognizes and retrieves target concepts or "themes" (selected by the customer).

### the benefits of microlanguage & Thematrix

- ▶ enable knowledge workers to deal with information overload by efficiently isolating relevant *concepts* and extracting relevant information from structured and unstructured data
- ▶ reduce by up to 80% the amount of time knowledge workers lose sifting through irrelevant data due to overly complex and unmanageable Boolean search criteria, or repeated searches because insufficient quantities of relevant information, or information of little value is retrieved
- ▶ enable knowledge workers to be more effective by reducing the risk of missing or not finding critical information, and enabling them to focus on assembling the bits and pieces of relevant information into actionable knowledge
- ▶ enable knowledge workers in any language to realize improved concept retrieval, productivity and effectiveness, since Thematrix is language agnostic

Thematrix technology is a vital component of knowledge management, content management, data visualization, voice recognition, database, and CRM systems, and content filters.

### the technology

Microlanguage's Thematrix technology is the heart of our component software product, a product that consists of a family of technologies - a **parsing engine**, **grammarbase™** and **toolset**.

- ▶ The **parsing engine** is the workhorse of the system, breaking down the incoming stream of data into its component parts. For example, it breaks down text into individual words and punctuation. The parsing engine is at its heart a symbol-based system and not tied to any particular language. Any language or any symbolic system with recurring patterns such as music or genomics can be broken into its constituent parts by the parsing engine.
- ▶ A **grammarbase** is the intelligence driving the parsing engine. It determines how the engine will behave in a given situation. The grammarbase contains rules, algorithms, and terminology that instruct the parsing engine as to which information is the relevant information.
- ▶ The **toolset** is a GUI-based authoring tool that allows the developer to rapidly create, debug and enhance grammarbases.

These modular, scalable open architecture components are specifically designed for ease of systems integration. And with Microlanguage's strategic partnerships, it doesn't matter whether the data is text, voice, multimedia, etc.; the solution will derive meaning regardless of the data form.

### microlanguage on the web

[www.microlanguage.com](http://www.microlanguage.com)