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Brainlike Launches “Eye Opener” Monitoring Product — **Brainlike Processor™ finds useful information while ignoring clutter** —

Brainlike, Inc. announces an “Eye Opener” computer product called Brainlike Processor™. Clutter and useless data hide interesting events within monitored data streams. Brainlike Processor™ “sees” interesting events and other useful information while ignoring useless data.

Brainlike Processor™ can:

- **Identify unexpected events.** The product generates hazard, equipment malfunction, disease outbreak, and business alerts that point to important opportunities and trigger preventive action.
- **Forecast important events.** The product makes price, danger, and other forecasts that point to valuable investments and trigger cost-saving corrections. Time frames may range from sub-seconds for automatic responses to minutes or days for decision making.
- **Reduce data to useful information.** Some Brainlike customers store, transmit, or analyze only informative video sub-frames or data snippets from environment, security, and vital sign detectors. Others analyze only informative slices of environmental, scientific, business analytic, and social networking data. Major cost reductions result.

Once Brainlike Processor™ selects useful information for analysis, data transmission, and storage, related costs and false alarms are greatly reduced. Many studies have shown that Brainlike processing can greatly reduce total monitoring costs.

Brainlike processing finds important events even when data arrives rapidly, conditions change, and useless clutter abounds. Brainlike processing adds value to many types of monitored data, ranging from high-speed video from computer networks to low energy vibrations from battery powered sensors. Brainlike processing relies on patented, real-time processes that continuously learn how to ignore useless data and changing clutter, while searching for events of interest.

Successful cases studies to date have evaluated automatic event extraction from real-time video, sonar, accelerometer, magnetometer, tomography, equipment health, and radar data. All such studies have shown that Brainlike processing makes important events stand out.

While Brainlike has been refining object recognition products, monitored data processing has emerged as a huge challenge. Billions of measurements per second are monitored from environment, health, equipment, and security sensors. In addition, Twitter, Facebook, Google, and others offer enormous streams of real-time data over the Internet, free of charge. Consumers can now tap sensor, price, social traffic, video, and other data sources easily. In the process, they may find valuable changes, trends, and forecasts from such data, resulting in wise business, health, security, and quality-of-life decisions, but they must first “plow through the haystack to find that needle.” To meet the challenge, Brainlike now offers Brainlike Processor™ as a general purpose monitoring product that does just that!

What is “Brainlike?” Please visit <http://www.brainlike.com/>