

## The Company

### Background

The amount of information is growing faster than our capabilities to analyze it. Business processes are continuously automated and every organization is collecting and storing an increasing amount of data. These big data warehouses are connected into networks and coagulate into a thick and impenetrable jungle of information.

There are a lot of companies that offer services and products in the area of databases, process automation and networking. The problem of gathering, storing and managing vast amounts of data is solved. Data quality and consistency are still an issue but this is under control and improving quickly.

On the other hand, the methods and the technology to keep an overview of this flood of data, to put it in context, and turn the resulting information into useful knowledge are still few and far. This distilled knowledge however is what will give a competitive advantage to companies trying to stay afloat in the emerging knowledge economy.

The tools that do exist are linear and machine-centered, and force people to formalize their thoughts and adapt their way of working to the rigidity of machines.

It is in this gap that we see our opportunity to make a difference and be successful.

### Vision

What is needed to address the formidable challenges posed by the situation described above, are tools that facilitate the analysis, exploration, communication, and sharing of large or complex amounts of information by humans. What is needed are tools that fit the fluid way in which we think and work and that are intuitive to use.

Highly interactive visualization systems are well positioned to play this role. They make use of the human perceptual system, embed details in a global frame of reference, and encourage the exploration of unknown relationships and the testing of new hypotheses.

The user-centered approach makes these systems understandable, predictable, controllable, and they are pleasant to use.

## Core Competencies

We draw from an extensive background in the area of information visualization, advanced user interfaces, and human-computer interaction, acquired at universities and internationally renowned industry research laboratories.

We have deep experience in software engineering, systems administration, and networking, and a broad understanding of the computer industry.

We are excellent analysts, problem solvers and project managers, and above all we are equipped with a healthy dose of common sense and a low bullshit factor.

What makes us unique is, that we combine the solid disciplines of computer science and software engineering with the creative craft of information architecture and interaction design, to create solutions that work in the real world and solve relevant problems.

There are many companies that are good in software engineering. There are also many bureaus that specialize in graphic design and visual communication. There are very few however that are competent in both areas and are able to bridge the gap between these two worlds.

We are positioned at this intersection. Our strategy is to exploit the synergies and create a next generation of products and services that address the growing need for new tools that help navigate the oceans of information.

«Solution providers will benefit!»

- Effective complementation of existing applications with advanced visualization tools
- Differentiating from competition
- Plannable development costs
- Organizational flexibility

## Milestones

2000 / February	Foundation by Dominique Brodbeck and Luc Girardin, self-financed spin-off from Ubilab (UBS Innovation Laboratory)
2000 / July	Successful development and deployment of Fund'O'Scope, an interactive visualization tool for investment funds product management
2001 / February	Atom'O'Scope, visualization and remote control of a cutting-edge nanotechnology experiment
2001 / July	City'O'Scope, data exploration tool for 'Prices and earnings around the World' of about 60 metropolitan cities
2001 / December	Fund'O'Matic, automation of complexity reduction process for the analysis of investment und markets
2002 / January	TrendDisplay, visualization of high-throughput screening experiments for drug development
2002 / February	Business Development assigned to Rolf B. Weber
2002 / May	Agendarama, visualization for easy access to events schedule

- 2002 / September City'O'Scope – Swiss edition 2002, special version developed in cooperation with L'Agefi
- 2002 / September SurveyVisualizer, a unique tool to analyze the results of on- and offline surveys
- 2002 / October InvestView, sales support tool for strategy based investment products

## Products & Services

Macrofocus specializes in solutions that help people such as analysts, managers, knowledge workers, or consumers to understand and manage the growing amounts of complex information that we are all faced with. We develop interactive visualization systems that enable faster and better-informed decisions, and support the generation and communication of knowledge.

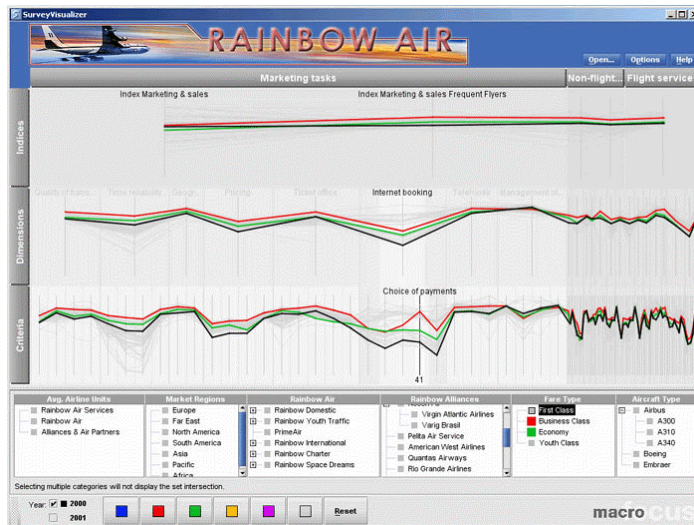
Our tools provide various views that visualize the many aspects of a problem in parallel and from different angles. This allows users to understand the big picture, and use it as a frame of reference to focus on more detailed tasks and questions. These views are linked together in a highly interactive environment, where queries and changes in the system are dynamically reflected in all the views.

The flagship products of Macrofocus are a set of tools and components that enable companies to integrate successful information visualization techniques into their products or workflow. Our software is developed using leading edge and innovative technologies, such as artificial neural networks, physical simulations, and advanced object-oriented architecture. We market our software either as independent components that can be integrated by vertically specialized software developers or as full-fledged solutions that are adapted to the end user's specific needs. Macrofocus also provides a collection of support, customization, and enhancement options, as well as education.

In summary, Macrofocus creates a new generation of visual and interactive tools that fit the way we think and work. These tools are intuitive to use and understand, and always embed the details in the big picture to preserve context and avoid getting lost. They don't force us to formalize our thinking to fit the structure of a database.

## SurveyVisualizer – Market Research

SurveyVisualizer is an application to access, analyze, and communicate the results from large and complex surveys (customer satisfaction, brand image, etc.) All the results, at the different aggregation and grouping levels can be seen, examined and compared concurrently. This leads to an unparalleled ease-of-use. Answers to specific questions can be found quickly and are embedded in the overall context of the study. Time-to-insight is shortened, the discovery of new facts and trends is encouraged, and the findings can dynamically communicated to the various stake holders.

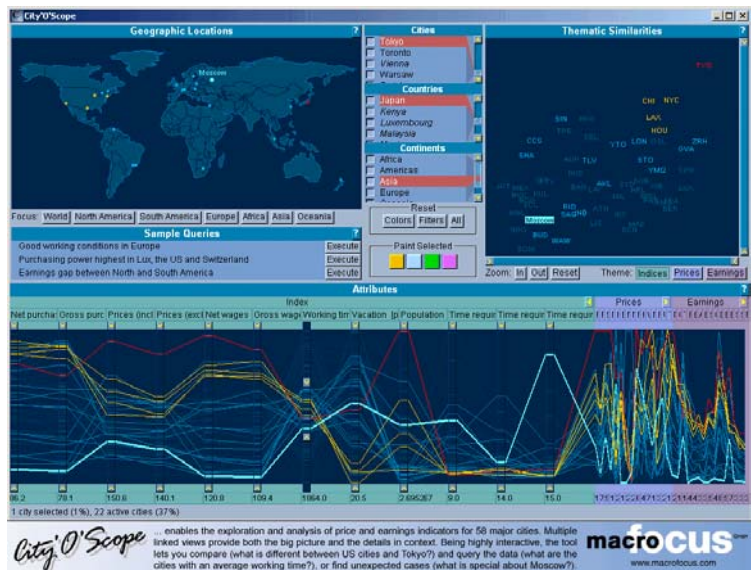


*“Thanks to SurveyVisualizer we can communicate the results of our annual customer satisfaction study better to our partners. The findings become more transparent and can be individually analyzed. We can more rapidly identify quality gaps and above all compare them in context with all partners and with previous studies.”*

Caspar Stäuli, Head Marketing  
Zürcher Verkehrsverbund, ZVV

## City'O'Scope – Economic Research

City'O'Scope was developed to answer complex question in the domain of economic research. We used data collected by UBS' Swiss Economic Research team about the purchasing power in almost 60 cities around the world. Each city is characterized by more than 100 different attributes such as the price for food, salary of engineers or the working time required to buy a hamburger.

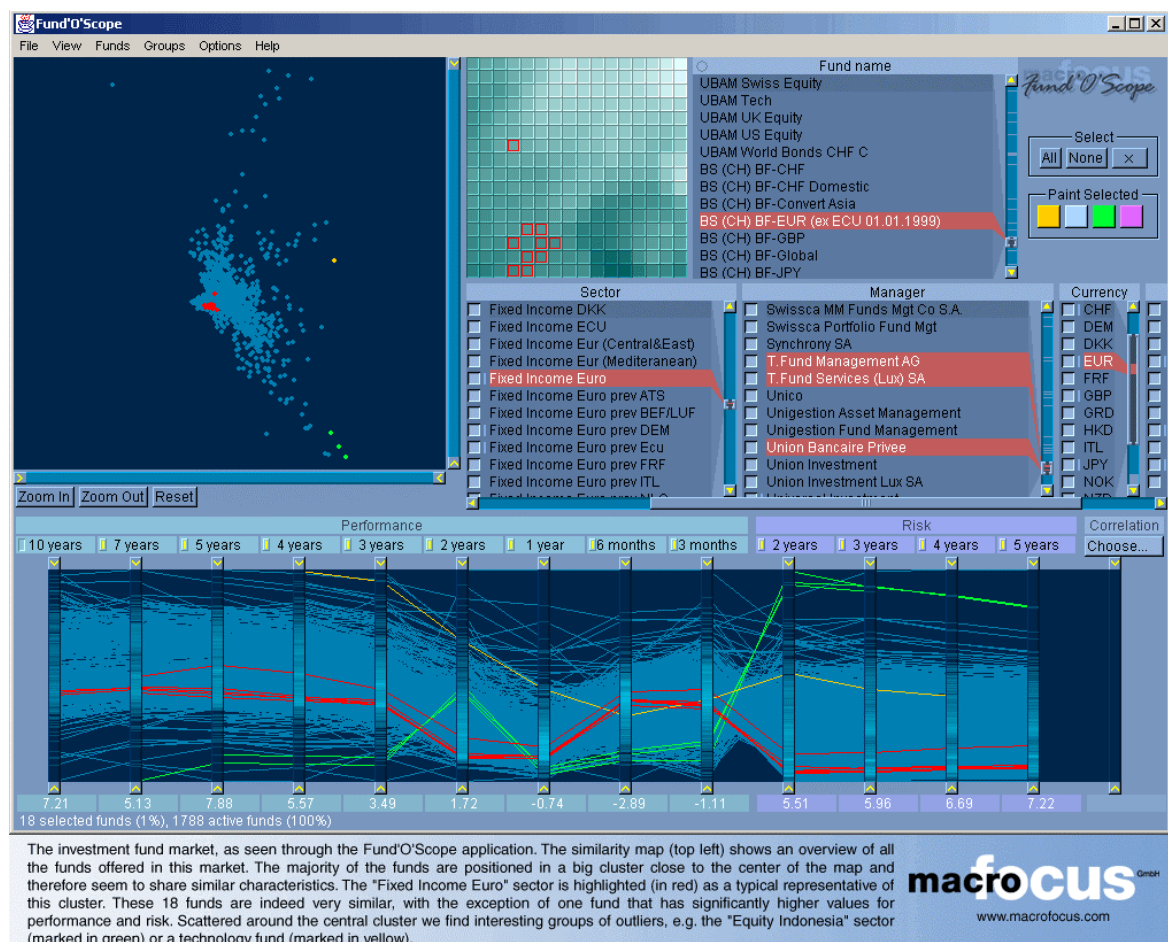


City'O'Scope complements the traditional way of publishing such data on paper or booklets. It is a highly interactive visualization tool with several particularities:

- Provides quick overview of the global relationships between objects
- Encourages exploration, discovery of unexpected structures
- Embeds object details within the global frame of reference
- Takes advantage of the human perceptual abilities (the eye)

## Fund'O'Scope – Investment Fund Management

Fund'O'Scope is an interactive visualization tool that is used by product managers of a major Swiss bank to survey, analyze, and manage the thousands of investment funds that are offered on the European markets. It is based on non-linear dimensionality reduction techniques (spring-based layouts and self-organizing maps) and on advanced visualization components (parallel coordinates plot, range sliders to perform visual queries, lists with embedded world-in-miniature view).



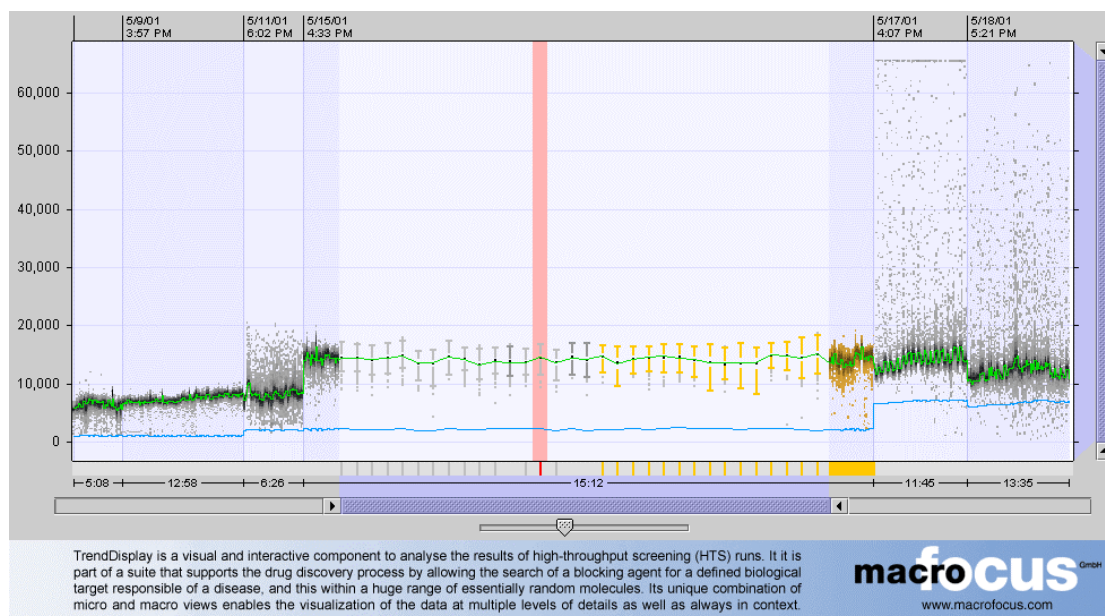
## Atom'O'Scope – Distance Learning

IBM Research uses the Atom'O'Scope to provide a large audience with access to their unique scanning tunneling microscope located in the Silicon Valley, California. The Atom'O'Scope allows a group of users to collaboratively scan surfaces, spot interesting atomic structures, and conduct experiments by precisely moving individual atoms.

The scanning tunneling microscope has revolutionized our ability to explore and manipulate surfaces on the length scale of nanometers. The special instrument, developed by IBM Research, can move individual atoms precisely across the surface and assemble them into new structures. This experience is now available to a much wider audience thanks to the Atom'O'Scope, an application that communicates the lab atmosphere and provides real-time collaborative interaction with this microscope, all within a web browser.

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## TrendDisplay – High Throughput Screening



In high throughput screening, an approach to drug discovery, a large number (typically  $10^5$ ) of chemical compounds are brought in contact with a biological target, to test if the compounds are biologically active. TrendDisplay supports the analysis of a vast quantity of reaction signals by showing their behavior over time, with details always displayed in context and at several levels of detail.

## Customized Services

During our activities and with our long experience, we learned that there is no generic application that can fully take advantage of the information visualization paradigm. When our customer does not have the in-house competencies in this area, Macrofocus can provide customized services ranging from consulting to the creation of complete innovative solutions to analyze and solve our customers' specific needs. We usually ask people if they know...

- How to explain to your customers the difference between the 113 different products that you offer?
- That connecting your database to your Intranet doesn't automatically turn that data into valuable information?
- What to do with the 457362 hits that the search engine returns to your query?
- What characterizes your most profitable customers?
- What are the causes of employee turnover in your organization?
- What changes have occurred during the past few weeks?

In response to this, Macrofocus can assist...

- By applying visualization techniques to data analysis and communication problems.
- By designing and implementing tools to view, analyze, and explore large amounts of data.
- By providing solutions to projects that involve access to and interpretation of complex information.
- By giving expert advice on the latest trends, products and technologies in the area of information visualization

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## Customer references

- UBS Fund Management
- IBM Almaden Research Center
- Expo.02
- Zürcher Verkehrsverbund ZVV
- GeneData