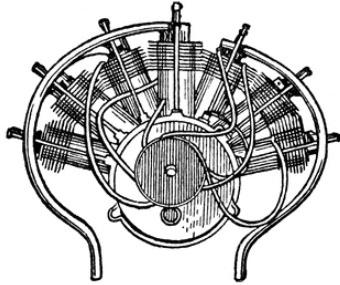


RankUp Product Overview

At SocialIQ, we are committed to providing an experience that seamlessly integrates entertainment and social learning. The SocialIQ Analytical Engine as implemented with the RankUp interface is the cornerstone of that experience. With RankUp, you can effortlessly manage your networking efforts, maximize your social awareness, and establish influential connections, all while playing a game!

SocialIQ Analytical Engine



This is all made possible by the SocialIQ Analytical Engine. With your RankUp account, you provide our engine with access to your online networks. Then the engine does the work for you, mining those networks and making meaning out of the results in order to feed you information that will be useful to you! It will even take on the burden of maintaining your network by handling communications with its Automated Response System (ARS). No more tedious follow-up email or worry over how to make the best impression; the SocialIQ Analytical Engine does it all, leaving you free to play the game however you choose.

Our engine represents the highest degree of flexibility, accuracy, and scalability, and it powers all of the most important components of RankUp.

Supporting Components

Proprietary Concentrated Profiles (CP's)

Synthesis of profiles in the internal and extended network describing a contact's interests, habits, and quirks. Provides content that allows the system to generate actionable insights.

Influence Score

Indicates the general desirability level of a given contact. Takes into account Rank on RankUp as an indication of social savvy.

Text, Sentiment, and Style Analysis:

Sophisticated techniques in semantics and natural language processing, interest identification, automated content synthesis, and more. Recognizes and imitates stylistic elements for personalization and enhanced subtlety.

Continuous Learning:

Utilizes growth ontologies and automatic tagging for creation and maintenance of ontology maps which guide its decisions.

Match Score

Indicates compatibility with a potential contact. Considers personal reasons which might make a contact more or less beneficial to a specific user.

Automated Response System (ARS)

Interprets incoming messages and crafts an appropriate response according to compiled data on communications with that contact. Imitates the personal style of the user.

Real-Time Content Acquisition:

Gathered from a unique combinational method in which crawlers distinguish between internal and extended network sources. Enabled by continuous background storage and index optimization.

Interoperability:

Compliant with all web-based standards and compatible with all operating systems.