

Applying Artificial Intelligence to the Financial Markets Proves Profitable

Market Technologies has been at the forefront of trading technologies, empowering individual traders to find success since 1979. Today, with nearly forty years of R&D under its belt, Market Technologies has grown from its early 'one-man' beginnings into a multi-million dollar, Inc. 500 Company, with more than sixty employees involved in research & development, customer service, marketing, sales and account management.

Market Technologies – the world leader in market forecasting software – has spent nearly four decades and over \$10 million in R&D leading to the development of its artificial intelligence-based trading software that provides traders with predictive market forecasts and leading technical indicators. This proprietary approach effectively transforms traditional market lagging data into predictive market leading data that gives traders insight into market trends one to three days ahead of price movement, allowing traders to make smarter moves with their money.

With a laser-like focus on R&D into the application of artificial intelligence to the world of trading, Market Technologies' software has achieved its documented predictive accuracy at forecasting market trend direction and changes with up to 86% accuracy. Application of this incredible software stacks the odds in the favour of the individual trader and helps level the playing field. But providing top-notch trading software tools to individual traders around the world is just the start for Market Technologies. "When someone purchases our software it's the start of their journey with us. We treat our customers like VIP's" says Lane Mendelsohn, Vice President of Market Technologies.

"Just as the markets evolve and change, so must our software technologies. We're always looking for new ways to give our customers the most effective, cutting-edge technologies because that's what ultimately differentiates traders who are unsuccessful, or at best moderately successful, from those who are wildly successful over the long-term" Lane adds.

Success is something that Market Technologies knows well. Numerous trading publications have tested and verified the incredible accuracy of its software. In the process Market Technologies' founder, Louis Mendelsohn, became a legend in the trading software industry as the first person to introduce back testing into trading software for personal computers in 1983, as well as the first person to introduce intermarket analysis and trend forecasting using artificial intelligence in 1991 with the release of its VantagePoint software.

To date, Market Technologies has helped nearly 25,000 traders in more than 114 countries. "Success is not just about the money, however" says Lane Mendelsohn. "Sure, our customers love the financial rewards that come with trading. They tell us exciting stories about how they have so much more free time they can spend with their family, how they've contributed to charities in their communities and how they've been able to help their grandchildren attend college with profits realised through their use of our trading software".

These are the stories that make it all worthwhile and which motivate Market Technologies' staff to help other traders, particularly those just getting started,

better understand how its proprietary, patented, artificial intelligence software can benefit them and their families – and literally change their lives for the better.

Beyond its predictive accuracy and the positive impact on their trading, Market Technologies' customers appreciate that its software is intuitive, easy-to-use and requires just a few minutes of their time each evening. This gives these traders peace of mind by providing them with incredible forecasting accuracy and increased self-confidence to take trades.

"The success of our customers is integral to the enduring success of our company", says Lane Mendelsohn. Nearly 45% of Market Technologies' annual revenue comes from existing customers. This is due in large part to the fact that they utilise the software, start making money more consistently in the markets, gain confidence and want to expand their trading into other markets. Maybe they started by trading just stocks. Before long, however, they might want to start trading futures markets or Forex pairs.

The company's team of expert account managers helps guide its customers to expand their trading horizons. The best part is that Market Technologies' artificial intelligence software works in every type of market – as long as the company's R&D can forecast those markets with predictive accuracy above a 70% threshold. For this reason, the software does not cover every individual stock. But, it does forecast hundreds of stocks, dozens of commodities and forex pairs as well as various ETFs, etc.

As for the future of Market Technologies as a company and leader in the trading software arena, the sky is the limit. As artificial intelligence becomes more and more mainstream and part of our daily lives, even more traders will inquire about how Market Technologies' innovative software can help them.

The bottom line is that Market Technologies, already a second generation, privately held company, is committed to remaining at the forefront of innovation and dedicated to empowering individual traders to be more successful in the markets, levelling the playing field with large institutional traders, and allowing individual traders to achieve their financial goals and realise their dreams.

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