THE TECHNOLOGY Headlines

MARKET TECHNOLOGIES

BUILDING ON A 40 YEAR LEGACY OF INNOVATION IN THE TRADING SOFTWARE INDUSTRY

COMPANY OF THE YEAR 2017

Trading Software

**LOUIS MENDELSOHN
CEO, MARKET TECHNOLOGIES**

The emergence of globally-interconnected financial markets has disrupted the way traders and investors make profitable trading decisions. Today's global markets have grown substantially in size and scale. The amount of trading that takes place in financial markets such as Forex, is unprecedented. Now, traders simply can't afford to ignore information showing the effects of related markets on the market that is traded.

Traders have become more aware of the need to perform intermarket analysis. 40 years ago, the markets were isolated from one another and technical analysis focused on each market individually. Without the benefit of personal computers, this analysis was done by hand. Because of this, the analysis depended on the skills of the trader and it was difficult to access market information.

The story of Louis Mendelsohn begins around that time. As a commodities trader and technical analyst, he thought there must be a better way for traders to make more precise trading decisions. Not only was he correct, but he soon developed the software that made it possible. With the release of his trading software, VantagePoint, he was the first to use pattern recognition and forecasting capabilities of machine learning, neural networks. Louis is now known in the financial industry as the trading software pioneer of strategy-back testing and intermarket analysis. He has been a major force in trading software development since the invention of personal computers. In 1979, Mendelsohn founded his company, Market Technologies.

In 1983, Market Technologies released ProfitTaker Futures Trading Software. The software was the first available trading software in the world to offer strategy back testing capabilities. Since then, Market Technologies has maintained its position at the forefront of technical analysis and trading software development. In 1991, the company introduced VantagePoint, the first commercially available trading software to apply artificial intelligence pattern recognition capabilities known as 'deep learning' neural networks, to intermarket analysis and trend forecasting.

> **Louis Mendelsohn has guided Market Technologies to deliver profitable intermarket trading strategies for its customers in more than 120 countries worldwide**

After spending decades and millions of dollars in R&D refining VantagePoint's artificial intelligence capabilities, Mendelsohn was granted two U.S. patents for his proprietary AI technology. This technology is what gives the VantagePoint software its highly accurate short-term trend forecasts of hundreds of financial markets with up to 86% accuracy.
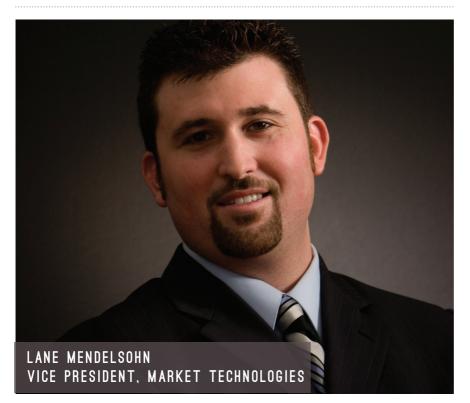
Louis Mendelsohn's impact on his company has been tremendous. His development experience and knowledge of the markets has guided the Market Technologies R&D team to deliver profitable intermarket trading strategies for its customers in more than 120 countries worldwide. Lane Mendelsohn, elder son of Louis Mendelsohn, is

Vice President of Market Technologies. Taking inspiration from his father, Lane started studying the financial markets at an early age and has known many top technical analysts and trading gurus. He soon followed in his father's footsteps in helping to direct and oversee the company's phenomenal growth. Lane explains, "As Market Technologies continues to refine and apply VantagePoint's AI capabilities to intermarket analysis and trend forecasting, our loyal customers continue to benefit from having a global, intermarket perspective to help them make more thoughtful and profitable trading and investment decisions."

Know the AI-Based Market Analysis Software, VantagePoint

The biggest challenge facing traders is the uncertainty of not knowing when a trend is about to end or change direction. Uncertainty translates into a lack of self-confidence and eventual trading losses. When traders lack confidence in their trading decision-making, it's very difficult for them to make time-sensitive trading decisions that result in profitable trades. This is where VantagePoint shines. It uses proprietary artificial intelligence technologies developed by Mendelsohn's research team, the Predictive Technologies Group, to find hidden patterns, relationships and influences among and between related global markets that push and pull the prices of a given target market in one direction or another.

"What traders are typically looking for when we speak with them is a solution to their trading frustrations. They come to us looking for a way to improve their trading performance results. Too often they get into or out of positions at the wrong times, lack self-confidence in their decision-making about taking trades and just can't get a handle on what's going on in today's highly intertwined global financial markets", says Lane.

LANE MENDELSOHN
VICE PRESIDENT, MARKET TECHNOLOGIES

> **Market Technologies continues to refine and apply VantagePoint's AI capabilities to intermarket analysis and trend forecasting**

VantagePoint's uncanny predictive accuracy, gives customers the confidence to pull the trigger at the most opportune time. This is something that they had been missing before incorporating VantagePoint into their trading arsenal. Lane adds, "We also take continuing customer support very seriously. We don't just sell software and then leave our customers high and dry." Market Technologies has developed an extensive and comprehensive customer support program, that gives new customers the training and support needed to give them more confidence about Vantage-Point and their future success at trading with a global intermarket perspective.

As a result of its trailblazing achievements in trading software development and its longevity and highly regarded reputation among traders worldwide for nearly 40 years, Market Technologies has grown from a 'one-man shop' in 1979 into a multi-million dollar, Inc. 500, company, with customers in more than 120 countries. "We're confident that we'll be able to use Market Technologies' proprietary AI predictive technologies to deal with whatever comes next", says Lane. Moving forward, the company plans to continue to refine and update its software to make it even more user-friendly and to make it easier for its customers to profit from its highly accurate price and trend forecasts.