



**SAMPLE TAXONOMIES:**  
 Location  
 Author (HR normalized)  
 Date  
 Department  
 Content Type

**ENTITY EXTRACTION:**  
 Interstate Bakeries Corporation  
 Interstate Brands West Corporation  
 U.S. Bankruptcy Court (New)  
 Securities and Exchange Commission  
 South Coast Air (Anomaly)  
 Pepperidge Farm  
 Campbell Soup Company  
 Clean Air Act (?)

**RARITY:**  
 Calculate rarity of each attribute across document space

**DENSITY:**  
 Keyword density  
 Keyword proximity  
 Burst and latency

Financial Term	Count
financial	240
cfo	178
management	138
fiscal	123
sec	113
filing	102
sarbanes	98
internal	91
certification	82
company	82
reporting	76
accounting	69
securities	69
10-K	66
statements	61
disclosure	60

Interstate Bakeries Corporation Defers Filing 2004 10-K  
 Interstate Bakeries Corporation announced that due to the convergence of a number of recently identified interrelated circumstances, it had not on August 27, 2004, filed its Form 10-K for its fiscal year ended May 29, 2004 with the Securities and Exchange Commission. The Company said it is seeking to resolve these matters promptly and will defer filing its fiscal 2004 Form 10-K until it has done so. Filing will occur when the officers who must make the certification required by the Sarbanes Oxley Act in connection with such filing are in a position to do so. The Company said that the delay in filing its Form 10-K arose out of initial data entry and training deficiencies in the Company's newly implemented financial reporting systems, installed June 1, 2004...

**Custom Corpus (Wal-mart Example)**  
 walmart, supplier, rfid, price, product, retailer, best, manufacturer, vendor, consumer, costs, efficiencies, operations, order

**Custom Corpus (RFID Example)**  
 rfid, walmart, technology, tag, supply, chain, readers, cost, data, inventory, products, system, distribution, cases, consumer, pallet

	1	2	3	4	5
1	100%				
2	55%	100%			
3	49%	54%	100%		
4	30%	50%	37%	100%	
5	36%	44%	33%	27%	100%

**Q3 Nearest Neighbor Terms**

filed	requested
company	exclusions
inc	certificate
file	penalty
unprofitability	corporate
filing	liabilities
dissolution	refiled
overgrowth	companies
nonresident	nondeductible

AVG	54%	66%	58%	44%	41%
	Financial Performance Issues			Pepperidge Farm	New CFO

	SelfRef	Social	PosEmo	Cognit	6+ Let
A	0%	2%	2%	3%	26%
B	0%	5%	-1%	8%	32%
C	0%	1%	9%	4%	13%
D	0%	8%	1%	6%	19%
E	0%	2%	3%	5%	12%

**Positivity Index**

**Cognitive processing (tight organization)**  
 Social orientation (writing about others)  
 Distancing (distance from reality)  
 Preoccupation (relevance to events)

**ADVANCED SEARCH TOOL USER INTERFACE**

taxonomy selections: [dropdown]  
 limit to entity: [dropdown]  
 limit to competence: [dropdown]  
 limit to style: [dropdown]

SEARCH STRING: [input] [button]

multiple versions for each executive group  
 e.g. CEO gets sequenced and filtered information

system can be setup to email new documents each day (sequenced)

From: [email]  
 Sent: 2 December - 9 December  
 To: [email]

A+  
 Headline goes here...  
<http://knowledge.company.com/webink/7054854.html>

A-  
 Headline goes here...  
<http://knowledge.company.com/webink/7054854.html>

**Find a "tactical" roadmap**  
**View from 2 feet, not 20,000 feet**

PRIORI LABS PLACEMAT

**DATA SITUATION ANALYSIS (DSA)**

DESC  
 A planned approach for the creation of algorithms designed to cluster and sequence large amounts of data, reducing complexity and randomness. This one page "placemat" is a mechanism to communicate DSA benefits effectively.

SIZE 11/17	CODE DNL DSA	DRAWING NO DNL.DSA.2.OVERVIEW
SCALE	ARCH	SHEET 1 OF 1