

S P E C T R A Map

You can now use **Spectramap**[®] to learn more from your data tables and solve your business problems.

Spectramap is a real time saver when you have to make a compelling analysis of your customers, your products or any other type of data.

Spectramap is powerful software that is used by marketers, strategists, controllers, accountants, and consultants as well as by scientists. We offer you a new perspective on your business data that will amaze and inspire you.

Spectramap is software that translates any data table into a stunning 3-dimensional graphic so you can:

- See hidden information in the data.
- Position products in their markets.
- Observe remarkable contrasts, or, similarities between table column and row items.
- Draw axis to plot ratios or differences between table column and row items.
- Mark items by symbol, size or color.
- Group items and color these separately.
- Scale column and row items by rank value or other measures like total sum.
- Picture time trending with smooth lines.
- Many other tools are included for exploratory data analysis and 3D visualization.

Spectramap supports interactive rotation of the data visualization in 3D and 2D on any windows personal computer but will benefit from graphic acceleration cards like those used for games.

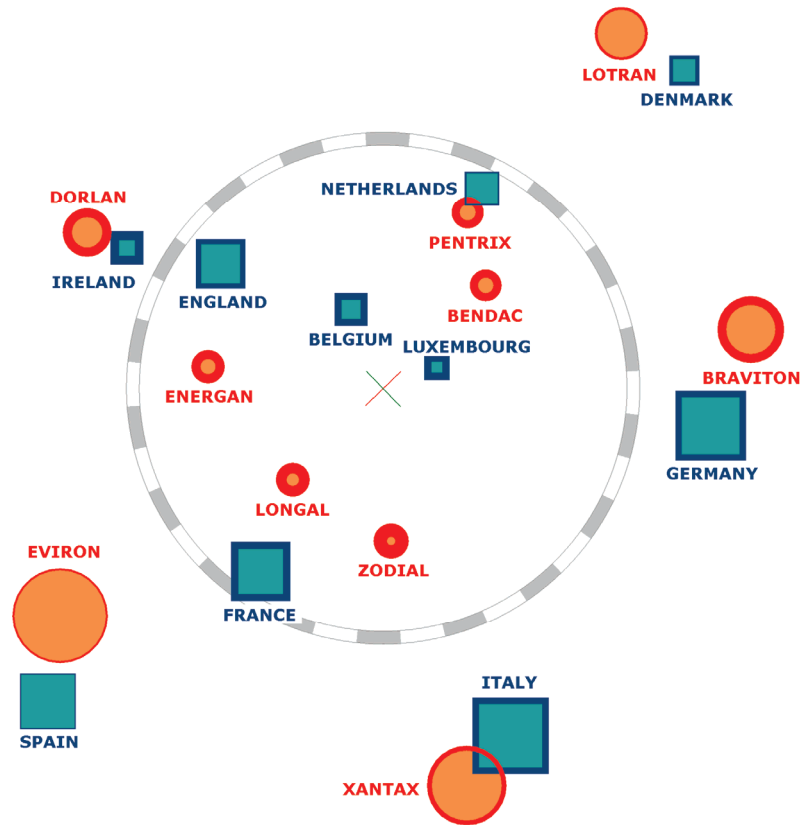
Visit our website www.spectramap.com for more information and examples about how to use Spectramap as your tool for exploratory data analysis and biplot visualization.

We also teach at postgraduate programs for business intelligence, visual analytics and business performance management. We offer consulting services and in company training.

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European sales of pharmaceutical products (in thousands)

	Belgium	Netherl.	Luxemb.	Germany	France	Italy	Spain	England	Ireland	Denmark	Row total
Dorlan	19,407	1,504	1,724	100	9,613	200	916	173,800	78,700	23	285,987
Xantax	2,438	142	2,251	22,060	39,596	616,260	9,017	1,210	80	2	693,056
Eviron	9,346	640	825	343	345,930	35,033	421,410	67,329	23,274	0	904,130
Pentrix	9,828	15,193	3,236	11,977	2,310	894	9	14,284	4,241	1,705	63,677
Lotran	27,979	108,490	5,549	99,822	251	96	0	23,108	876	75,004	341,175
Bendac	11,982	4,515	1,463	19,617	2,074	2,447	17	14,583	1,987	1,000	59,685
Longal	10,959	626	1,749	5,212	31,706	8,505	1,519	20,778	5,649	10	86,713
Braviton	6,837	16,471	3,779	465,200	1,619	16,661	1	2,220	182	9,746	522,716
Energan	18,848	1,294	2,178	1,476	11,175	810	1,312	28,600	14,800	8	80,501
Zodial	9,712	472	2,971	11,208	38,377	32,311	541	7,454	1,569	12	104,627
Column total	127,336	149,347	25,725	637,015	482,651	713,217	434,742	353,366	131,358	87,510	3,142,267

The table above is an example of pharmaceutical sales in some European countries. To visualize all these items with classic business graphs would require an unmanageable number of charts! Instead, with Spectramap, we create a reduced *data space* that expresses *all* information content (variance, or mean sum of squares of all contrasts in the data table). We visualize with the dimensions of the reduced data space the loadings of the column items and the scores of the row items (see the Spectramap 2D biplot above the table). Spectramap presents **column items** (variables) of the table, in this example the **countries**, and the **row items** (objects), the **products**, with its own 3D or 2D symbols: cubes and squares for the column items; globes and circles for the row items. At first, a Spectramap plot might look a bit startling. Yet, you can quickly see that each country and each product has its own unique position. This is for a very good reason. Spectramap computes from the data table the relative position of each column and row item compared to the mean distribution of all the data. Therefore, countries or products at the center of the graph are closer to the mean of the table than those that are positioned more to the edge. Moreover, these positions reflect the geography of Europe that is an expression of information hidden in the data table.