Expert System Establishes Advanced Cognitive Computing Research Labs in the US

Newest Cogito Labs in Silicon Valley and Washington, DC to Focus on Expanding the Capabilities of Cognitive Computing, Helping Organizations and Society Effectively Make Better Use of Big Data and Human Knowledge

March 15, 2016 – **Palo Alto**, CA **and Rockville**, MD — Expert System (EXSY.MI), the leader in multilingual cognitive computing technology for the effective management and exploitation of unstructured information, today announced that it has expanded its footprint in the United States with the addition of two new research and development labs. The new Cogito Labs, located in the Washington, DC and Silicon Valley areas, will focus on expanding the cognitive capabilities of software by continuing to build on the principle that without human like comprehension, the cognitive capabilities of computers will always be limited.

Expert System has developed the Cogito Labs system as a strategic and effective way to ensure close cooperation between engineers and developers on one side, and linguistic professionals, faculty, researchers and specialists on the other. The new US-based labs join Expert System's successful family of existing Cogito Labs in Modena, Rovereto and Naples, Italy; Grenoble, France; and Madrid, Spain.

Developing technology that understands and reads like humans is complicated. Keyword-based analysis, such as how Google and other engines do "search", is fast and efficient, but does not provide computers with a real way to understand what is written in a text as humans would do. In order to do this, the technology must have embedded the underlying knowledge, ideas and experience that people have.

Expert System's newest Cogito Labs will look to develop innovative technology, research and approaches based on the core fundament of Cogito: technology must understand concepts like people do, should count on the richest and optimally designed representation of knowledge that is open, and can absorb more human knowledge through a mix of machine learning algorithms, and supervised enrichment and validation by human experts. In addition, Cogito Labs will focus its research on developing intuitive and accessible tools to help society as a whole to make better use of human knowledge and Big Data.

Marco Varone, CTO of Expert System states**,** "No one knows exactly how human comprehension really works, but we have made encouraging progress in programming computers to understand language. Exaggerated claims and hype have created false hopes and far too many promises about the things that artificial intelligence could do that it really cannot. Our newest Cogito Lab will be dedicated to further expanding the core functionalities of our technology and take new steps towards bringing to market software that really reads like humans and learns from humans. Additionally, we will have a related effort in developing tools that make this power available to almost anyone."

Expert System's Cogito technology enables human comprehension and insight at scale. More than just a software, it is an accessible and easily manageable asset that enables organizations to understand, distill and distinguish what is important in real time, and empowers them to take control of their decision-making processes. For more information on Cogito Labs visit www.expertsystem.com.

About Expert System

Expert System is a leading provider of cognitive computing and text analytics software based on the proprietary, patented, multilingual semantic technology of Cogito. Using Expert System's products, enterprise companies and government agencies can go

beyond traditional keyword approaches for the rapid sense making of their structured and unstructured data. Expert System technology has been deployed to deliver solutions for a vast range of business requirements such as semantic search, open source intelligence, multilingual text analytics, natural language processing and the development and management of taxonomies and ontologies. Expert System serves some of the world's largest industries including Banking and Insurance, Life Sciences and Pharmaceuticals, Oil and Gas, Media and Publishing, and Government including companies such as Shell, Chevron, Eli Lilly, Networked Insights, Nalco Champion, US Department of Justice, DTRA, BAnQ, Biogen, Bloomberg BNA, Elsevier, Gannett, IMF, RSNA, P\S\L, Sanofi, SOQUIJ, The McGraw-Hill Companies, Thomson Reuters, U.S. Department of Agriculture, Wiley and Wolters Kluwer.

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