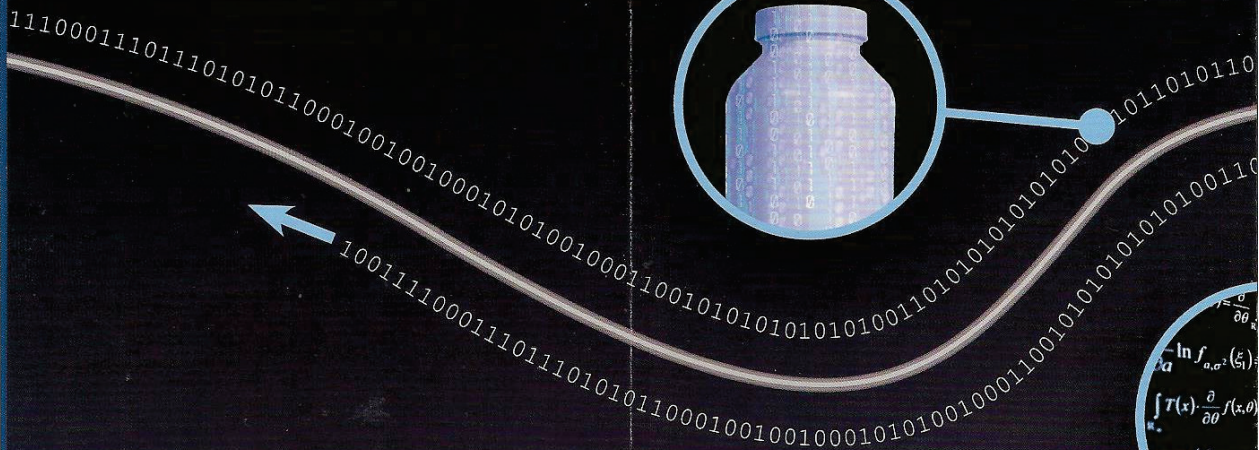


How ZYTO Technology Works

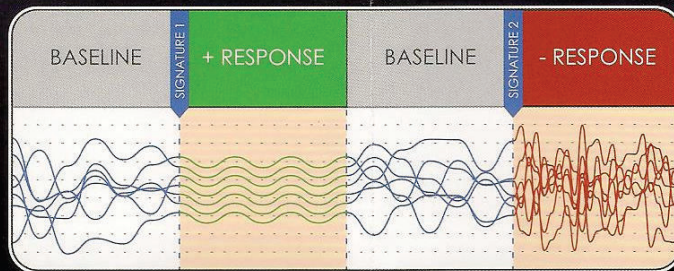
1. Digital Signatures

Virtual Stimulus Items (VSIs), computer generated digital signatures representing physical stimuli, are sent to the body. These VSIs elicit physiological responses from the body, one of which is a change in the conductivity of the skin (GSR). These fluctuations in skin conductivity are measured and sent back to the computer for analysis and interpretation.



4. Coherence Patterns

Coherence is a state where two or more things exist without conflict. By tracking multiple inputs, ZYTO technology can calculate shifts in coherence as the body responds to each digital signature. Signatures that create greater coherence than the baseline are given a positive score and signatures creating less coherence than the baseline are given a negative score.



5. Proprietary

The data received from the cradle is plotted and analyzed for coherence. Each signature is given a positive or negative score, called a Deviation Ratio (dR). Positive dRs are referred to as biological preference and negative dRs are referred to as aversion.

$$\frac{\partial}{\partial \theta} \ln f_{\alpha, \sigma^2}(\xi_i)$$

$$\int \tau(x) \cdot \frac{\partial}{\partial \theta} f(x, \theta)$$

$$\tau(x) \left(\frac{\partial}{\partial \theta} \ln l(x, \theta) \right)$$

$$\tau(\xi) = \frac{\partial}{\partial \theta} \int$$