



Capital Market Exchange to Discuss Transforming Investor Opinions into Actionable Trading Signals at Upcoming Sentiment Analysis Symposium

Business analysts, executives and technologists will attend the seventh annual Sentiment Analysis Symposium (<http://sentimentsymposium.com>) March 5-6 at the New York Academy of Sciences. Capital Market Exchange is pleased to announce that its President Sarah Biller will be among the presenters. The Sentiment Analysis Symposium is a leading platform for debate and discussion on novel technologies aimed at helping businesses discover value in opinions, emotions and attitudes in the social media, news and enterprise feedback loops.

Symposium organizer Seth Grimes is the leading industry analyst covering text analytics and sentiment analysis technologies and the market. Grimes stated, "The March 2014 Sentiment Analysis Symposium, the seventh, will bridge technology and business in one of the most exciting applications to emerge in recent years: solutions that discover business value in opinions and attitudes mined from the vast array of Big Data sources. I created the symposium to meet the market's need for a vendor-neutral meeting ground that will bring together brands, agencies, consultants, and solution providers. The symposium and workshops will prove a must-attend event for anyone serious about 'Human Analytics,' about exploiting sentiment, emotion, and connection in social media, news, and enterprise feedback."

In addition to Capital Market Exchange, representatives from a diverse set of firms, including American Express, the Huffington Post, IBM and the MIT Media Lab among others, are part of the speaker line-up this year. For two days, Symposium attendees will learn how these organizations extract out and quantify opinions and attitudes from the massive streams of data available. Sarah Biller, President of Capital Market Exchange, commented, "Advances in technology and the staggering market penetration of financial data providers have enabled asset managers to build out sophisticated risk management platforms. This is a blessing and curse as firms' access the same company financial reports and announcements as their peers. The next frontier for asset managers is to combine their proprietary sophisticated financial models with the dynamic factors buried deep in unstructured data into actionable trading signals."

Headquartered in Boston, Capital Market Exchange's analytics aggregate and quantify market sentiment to better understand factors influencing bond prices. Capital Market Exchange analysis of market perspective provides its clients a proprietary Sentiment Adjusted Spread by company and enables them to combine their proprietary research with Capital Market Exchange analytics. This previously unavailable clarity provides investment teams a current assessment of risks facing their bond investments in a fragmented and opaque global market. Capital Market Exchange Sentiment Adjusted Spreads are struck for over 10,000 dollar denominated investment grade corporate bonds and are also provide actionable trading signals for CDS investors. For more information about the company please visit: <http://www.capital-market-exchange.com/>