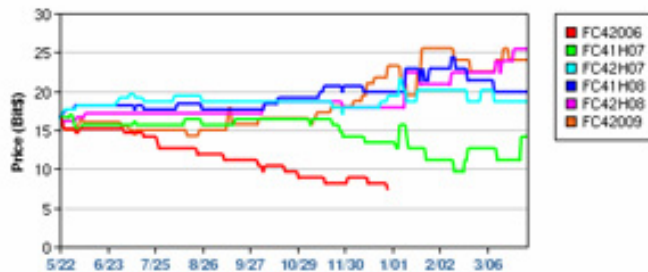


When will 2.5" disk drives with a 4Gb/s Fibre Channel interface first reach production?

[Learn more](#) [Discuss this Question in the Forums](#)

Payout: The winning outcome's contract will be worth Bit\$100 and the others nothing based on when there will be at least one source for 2.5", 4Gb/s Fibre Channel drives ready for production deployment to end users, as reported by the storage industry press.



SYMBOL	NAME	PRICE	CHANGE	% CHANGE
<a href="#">FC41H07</a>	2.5" 4Gb/s FC HDD in First Half 2007	14.15	0.00	0.00
Your Holdings: 0 long, 0 short <input type="radio"/> buy <input type="radio"/> sell <input type="radio"/> short <input type="radio"/> cover <input type="text"/> shares				
<a href="#">FC42H07</a>	2.5" 4Gb/s FC HDD in Second Half 2007	18.65	0.00	0.00
Your Holdings: 0 long, 0 short <input type="radio"/> buy <input type="radio"/> sell <input type="radio"/> short <input type="radio"/> cover <input type="text"/> shares				
<a href="#">FC41H08</a>	2.5" 4Gb/s FC HDD in First Half 2008	19.90	0.00	0.00
Your Holdings: 0 long, 0 short <input type="radio"/> buy <input type="radio"/> sell <input type="radio"/> short <input type="radio"/> cover <input type="text"/> shares				
<a href="#">FC42H08</a>	2.5" 4Gb/s FC HDD in Second Half 2008	25.40	0.00	0.00
Your Holdings: 0 long, 0 short <input type="radio"/> buy <input type="radio"/> sell <input type="radio"/> short <input type="radio"/> cover <input type="text"/> shares				
<a href="#">FC42009</a>	2.5" 4Gb/s FC HDD in 2009 or later	24.00	0.00	0.00
Your Holdings: 0 long, 0 short <input type="radio"/> buy <input type="radio"/> sell <input type="radio"/> short <input type="radio"/> cover <input type="text"/> shares				
Available Cash: Bit\$ 20,249		<input type="button" value="update estimate"/> <input type="button" value="place trade now"/>		
Estimated Cash After Trade: Bit\$ 20,249				

# HSX Prediction Market Software Solutions Overview

Hollywood Stock Exchange, LLC

a division of



+1 310 788-5800

exchanges@hsx.com

## Company Background



- Founded in 1996 and acquired by Cantor Fitzgerald in May, 2001
- Over 10 years experience in the design, development and management of virtual markets
- Operates the longest continuously operating commercial prediction market
- The pioneer in the productizing and sale of research captured through a prediction market
- Developed prediction markets for a variety of industries and applications
- Management team comprised of six senior managers, each with many years tenure at HSX
- Fully operational worldwide with offices in Los Angeles, and corporate presence in New York and London

## Prediction Market Software Solutions

- White-label technology offering the power of the Virtual Specialist<sup>®</sup> - a patented CDA market-maker
- A time-tested methodology extensively studied for many years
- Adaptable for a variety of commercial applications, including:
  - Innovation and Idea Evaluation
  - Technology
  - Life Sciences
  - Entertainment
  - Consumer Packaged Goods
- ASP model – a turn-key service that includes design, development, administration and hosting
- Proven to work with trader populations as small as 100 and as large as 100,000+

## HSX.com: The Original Proof of Concept

HSX: Movies: Market: My Portfolio - Microsoft Internet Explorer

Address: http://movies.hsx.com/servlet/Portfolio?destPage=/servlet/Portfolio

HOLLYWOOD STOCK EXCHANGE®

home movies login

portfolio + limit orders + account history + my league + account information

Movie Man's Movies Portfolio **NET WORTH**

today's change: **H\$2,430.50** **H\$21,409,514.04**

CASH	INTEREST	INVESTMENTS
H\$18,540,245.10	H\$507.95/day @ +1.00%	H\$2,869,268.94

**RANK**  
Overall Rank: 22569  
Change in Rank: down 45  
Percentile: +95.46%  
Graph Net Worth: 30,60,90

**% GAIN**  
Week-to-Date: -0.22%  
Month-to-Date: -0.18%  
Season-to-Date: -0.20%  
Year-to-Date: +27.94%  
Lifetime-to-Date: +970.48%

**MovieStocks™**

symbol	shares	avg paid	curr price	change	total value	net gain/loss	%	quicktrader
2 MovieStocks	2 shares		H\$324.34		H\$155.34		+92%	
SPID2	1	H\$83.00	H\$236.29	0	H\$236.29	H\$153.29	+184%	Trade
SPID3	1	H\$86.00	H\$86.05	-0.50	H\$86.05	H\$2.05	+2%	Trade

**StarBonds™**

symbol	shares	avg paid	curr price	change	total value	net gain/loss	%	quicktrader
11 StarBonds	99459 shares		H\$2,868,944.60		H\$(530,293.52)		-16%	
APACI	20	H\$42.15	H\$30.35	0	H\$607.00	H\$(236.00)	-27%	Trade
BAFFL	201	H\$89.59	H\$66.70	+0.50	H\$13,406.70	H\$(4,601.38)	-26%	
CDIAZ	222	H\$93.11	H\$101.39	0	H\$22,506.58	H\$1,938.36	+8%	
CZETA	19000	H\$91.22	H\$97.11	0	H\$1,856,090.00	H\$(78,090.00)	-4%	
GRITC	20000	H\$13.22	H\$5.03	-0.13	H\$100,600.00	H\$(163,800.00)	-61%	
KBACO	250	H\$19.90	H\$29.96	0	H\$7,490.00	H\$2,515.00	+50%	
KSTHO	20000	H\$17.05	H\$9.44	0	H\$188,800.00	H\$(152,200.00)	-44%	
NKIDM	19122	H\$50.70	H\$43.70	+0.25	H\$835,631.40	H\$(133,823.50)	-13%	
NKINS	20000	H\$1.49	H\$1.23	0	H\$24,600.00	H\$(5,200.00)	-17%	
SCONN	600	H\$25.47	H\$32.15	+0.25	H\$19,290.00	H\$4,008.00	+28%	
TCOLL	44	H\$36.93	H\$20.93	0	H\$920.92	H\$(704.00)	-43%	

**funds** 0 Funds 0 shares H\$0.00 H\$0.00

**options**

NEED H\$ CLICK HERE

HSX: Movies: Market: StarBonds®: Tobey Maguire - Microsoft Internet Explorer

Address: http://movies.hsx.com/servlet/SecurityDetails?symbol=TMAGU&day\_span=all&field=

HOLLYWOOD STOCK EXCHANGE®

home movies login

portfolio moviestocks® starbonds® movie options movie funds market lab calendar leader board community

**StarBonds®**

**Tobey Maguire**  
Symbol: **TMAGU** Status: **Active** TAG: **\$107,930,603**  
Price: **H\$77.16** Change: **0** Volume: **396,599** QuickTrader

**DESCRIPTION**  
Tobey Maguire's first film role was opposite Robert De Niro and Leonardo DiCaprio in *This Boy's Life*. Movies such as *The Ice Storm*, *Pleasantville*, and *The Cider House Rules* placed Maguire amongst Hollywood's top young talent. In 2002, he made the A-list with *Spider-Man*.

A Completely Unofficial Tobey Maguire Page

Discuss Tobey Maguire on the **Stars Board**.

**CREDITS**

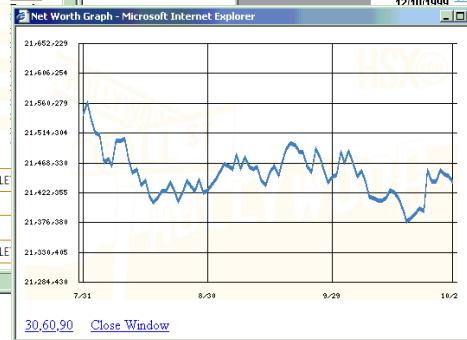
- Urban Townies (Actor)
- 07/02/2004 Spider-Man 2 (aka The Amazing Spider-Man) (Actor)
- 07/25/2003 Seabiscuit (Actor)
- 05/03/2002 Spider-Man (Lead Actor)
- 07/04/2001 Cats & Dogs (Actor)
- 02/23/2000 Wonder Boys (Actor)
- 12/10/1990 Cider House Rules
- In the Devil
- hville (Actor)
- d Leathina in ias (Actor)
- Irucina Hary
- in (Actor)

**TMAGU**

**HIGH AND LOW TRADING PRICES**

THIS WEEK	THIS MONTH	THIS SEASON	THIS YEAR
▲ H\$77.16 ▼ H\$76.16	▲ H\$85.16 ▼ H\$76.16	▲ H\$100.66 ▼ H\$76.16	▲ H\$100.66 ▼ H\$68.69

NEED H\$ CLICK HERE



## Virtual Specialist® Adapted for Technology Research

**STORAGE MARKETS**  
COLLECTIVE MARKET INTELLIGENCE BY THE STORAGE INDUSTRY

PORTFOLIO STOCKS TOP TRADERS NEWS COMPANY HELP

**1. JOIN** a fun community where the best traders win contests.  
**2. EXPRESS** your opinion anonymously by trading outcomes just like stock...  
**3. GAIN** insights into storage industry trends as they evolve.  
*All you need is what you already know.*

LOGIN TO MY ACCOUNT  
REGISTER NOW!

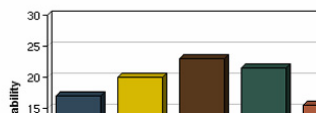
TRADE  
symbol: \_\_\_\_\_  
quantity: \_\_\_\_\_  
buy sell  
short cover  
advanced trading  
cash balance: Bit\$ 0

**HOT MARKETS**  
Content Indexing included with backup software  
Single networking architecture. When?  
1Q07 HDD Shipment Change?

**TRADER INSIGHTS**  
2.5/3.5" Cost Parity Security Delisted  
Storage Markets traders have been buying and selling several securities in an attempt to...  
2.5/3.5" HDD Cost Parity Trading Resumes!  
Storage Markets has resumed trading of the five securities associated with the question that...  
New IPO Today: Content Indexing in Backup Software  
A set of five securities IPO'd today. These securities represent a date range of the...

**CONTEST STANDINGS**  
Name % Change  
Euchinie 6.75  
wibni 5.25  
Sasaholic 4.79  
flints... 4.31  
vedo 3.53  
\*\* updated: 12:00 AM (ET)  
more

When will content indexing be a standard feature in backup software?



**Search the Market**

Enter as much info as you'd like to narrow down your search of stocks to the one you're interested in viewing. You can do this by entering a key word, a ticker symbol, the IPO date, and/or a range of prices, and all stocks meeting that criteria will appear.

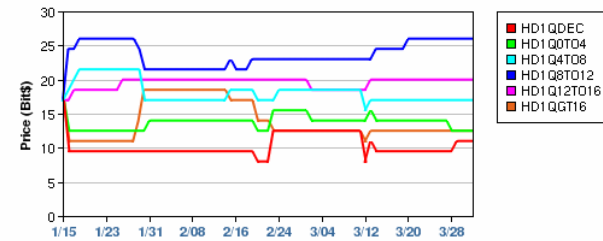
Key Word \_\_\_\_\_ Any portion of the stock's name or description  
 Symbol \_\_\_\_\_ Any portion of the stock's ticker symbol  
 Min Price \_\_\_\_\_  
 Max Price \_\_\_\_\_  
 Trading Status  Active  All  
 IPO Date -- -- -- --

HDD Shipments in 1Q07

What will be the change in HDD shipments in 1Q07 compared to 1Q06?

[Learn more](#) [Discuss this Question in the Forums](#)

Payout: The winning outcome's contract will be the Bit\$ 100 and the others nothing based on the change in number of HDD's shipped in 1Q07.



SYMBOL	NAME	PRICE	CHANGE	% CHANGE
<a href="#">HD1QDEC</a>	HDD shipments decrease	11.00	0.00	0.00
Your Holdings: 0 long, 0 short <input type="radio"/> buy <input type="radio"/> sell <input type="radio"/> short <input type="radio"/> cover <input type="text" value=""/> shares				
<a href="#">HD1Q0T04</a>	HDD shipments increase above 0% to 4%	12.50	0.00	0.00
Your Holdings: 0 long, 0 short <input type="radio"/> buy <input type="radio"/> sell <input type="radio"/> short <input type="radio"/> cover <input type="text" value=""/> shares				
<a href="#">HD1Q4T08</a>	HDD shipments increase above 4% to 8%	17.00	0.00	0.00
Your Holdings: 0 long, 0 short <input type="radio"/> buy <input type="radio"/> sell <input type="radio"/> short <input type="radio"/> cover <input type="text" value=""/> shares				
<a href="#">HD1Q8T12</a>	HDD shipments increase above 8% to 12%	26.00	0.00	0.00
Your Holdings: 0 long, 0 short <input type="radio"/> buy <input type="radio"/> sell <input type="radio"/> short <input type="radio"/> cover <input type="text" value=""/> shares				
<a href="#">HD1Q12T16</a>	HDD shipments increase above 12% to 16%	20.00	0.00	0.00
Your Holdings: 0 long, 0 short <input type="radio"/> buy <input type="radio"/> sell <input type="radio"/> short <input type="radio"/> cover <input type="text" value=""/> shares				
<a href="#">HD1QGT16</a>	HDD shipments increase greater than 16	12.50	0.00	0.00
Your Holdings: 0 long, 0 short <input type="radio"/> buy <input type="radio"/> sell <input type="radio"/> short <input type="radio"/> cover <input type="text" value=""/> shares				
Available Cash: Bit\$ 20,249		<input type="button" value="update estimate"/> <input type="button" value="place trade now"/>		
Estimated Cash After Trade: Bit\$ 20,249				

HDD with 6Gb/s SAS interface

## Internal or External Markets: A Life Sciences Example

**CHIRON**  
COLLECTIVE INTELLIGENCE

Chiron Learns. You Collect.

PORTFOLIO STOCKS TOP TRADERS ACCOUNT NEWS/EVENTS HELP

WELCOME TO CHIRON COLLECTIVE INTELLIGENCE

Welcome to Chiron Collective Intelligence -- where Chiron Corporation gathers to make predictions about the future. Chiron Collective Intelligence is an online prediction market where you can trade in future events just as you would stocks and bonds. Chiron Collective Intelligence has an Open Market that trades in various current events, including sports, entertainment and other current events of greater interest to the company. You can trade for FREE and earn Chiron Dollars, compete against other traders, and more! Learn more...

REGISTER NOW! LOGIN TO MY ACCOUNT

**CHIRON**  
COLLECTIVE INTELLIGENCE

Chiron Learns. You Collect.

PORTFOLIO STOCKS TOP TRADERS ACCOUNT NEWS/EVENTS HELP

Current Events Stocks

SYMBOL	NAME	PRICE	CHANGE	% CHANGE
<b>Industry Events</b>				
FLUAH	Pandemic Flu - Human-to-Human Transmission H5N1 influenza will mutate sufficiently for human-to-human transmission by June 1, 2007	5.00	0.00	0.00
FLUDE	Pandemic Flu - Germany H5N1 influenza identified on German soil by April 1, 2007.	5.00	0.00	0.00
FLUIT	Pandemic Flu - Italy H5N1 influenza identified on Italian soil by April 1, 2007.	5.00	0.00	0.00
FLUUK	Pandemic Flu - UK H5N1 influenza identified on UK soil by April 1, 2007.	5.00	0.00	0.00
FLUUS	Pandemic Flu - US H5N1 influenza identified on US soil by April 1, 2007.	5.00	0.00	0.00

**Glossary**

[a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#) [n](#) [o](#) [p](#) [q](#) [r](#) [s](#) [t](#) [u](#) [v](#) [w](#) [x](#) [y](#) [z](#)

**A**

**Account**  
This is your first step in joining Chiron Collective Intelligence. Setting up an account allows you to participate in this exciting project. Getting an account is easy -- simply join Chiron Collective Intelligence and you'll be good to go.

**Account History**  
Your account history keeps track of all of the trades you have made so you can review your current and past positions. It also tracks the amount of Chiron Dollars that are credited to your account through sweepstakes, open orders, and cancelled orders.

**Advanced Broker**  
The advanced broker can be found by linking off of the "advanced broker" section of the mini-broker, found on the left-hand side of each page. The advanced broker allows traders to place all basic trades, as well as limit orders.

**Average Price Paid**  
The "average price paid" figure represents the amount that you have paid per share for a particular security. If you bought at different times and different prices, the average of those prices is calculated excluding any commission paid.

**B**

**Broker**  
The virtual middleman who fulfills all of the trades you request. There are three places where you can find the broker interface: the mini-broker, the advanced broker, and the quick trader.

**C**

**Calendar**  
The calendar of events offers you an overview of what's happening in the Market. From IPOs to breaking news to other market events, check the calendar regularly to keep up with what's happening.

## Unparalleled Prediction Market Experience

- Skilled Management and a full web development team
- An independent and customizable user-interface
- Web hosting with 24/7 support and fail-over back-up
- Fully scalable systems able to handle large amounts of traffic
- Capable of integrating:
  - Existing client registration processes
  - Data feed APIs
  - A variety of outcomes including binary, single-value and multi-outcomes
  - Client content, images and feed burners
  - Full charting functionality
  - Forums, blogs and community activities
- The first prediction market data source incorporated into media
- Pioneered viewer/trader interactivity for live television
- Includes robust proprietary anti-manipulation procedures
- Hands-on experience in ensuring virtual market liquidity

## Management Team

- Lengthy experience uniquely qualifies HSX to provide a high level of service:
  - Managing Director – Joined HSX in January, 2001. Led development of Virtual Specialist® as a prediction market solution. Extensive background in quantitative research.
  - Virtual Market Management – two senior level managers, each 7 years with HSX; and both with hands on experience in administering virtual markets.
  - Operations – a senior level operations manager, 8 years with HSX.
  - HSX Technical – two senior level managers, one with 7 years at HSX developing virtual market technologies. The other, 2 1/2 years with HSX and 6 years web experience.
- eSpeed – the full technical resource support of the technology provider to Cantor Fitzgerald. Headquartered in New York City with physical environment in Rochelle Park, NJ





## Development Process

- Development provides Client review and input during all phases of project execution.
- Customized solutions meeting business objectives are *continuously* monitored and modified.
- A periodic candidate release program, allowing for Client review and feedback during major development milestones.
- Significant experience in accurate development of prediction markets.
- A proven record in delivering robust solutions within tight deadlines.
- Testimonials are available upon request.

