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Data Mining-specialist Viscovery success continued in 2011

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Vienna-based Viscovery Software GmbH reported successful results for 2011. As in the previous year, licensing generated 70% of the revenue. The SOM business (data mining based on self-organizing maps) underwent continued internationalization: over 90% of the volume was from international customers representing all continents. New customers acquired in 2011 include Qantas Airways, Oklahoma State Department of Health, iiNet Limited, Toyota Motor Corporation, Emirates Telecommunications Corporation, and Kissei Pharmaceutical Co., Ltd.

In addition, many research institutes and universities chose Viscovery in 2011, including University of Pretoria, University of Strathclyde, Osaka City University, Kyoto University, Tokyo Institute of Technology, and Micro Ram Enterprise. Product-distribution partnerships were further strengthened, in particular with Dynelytics (formerly SPSS Switzerland) which was extended to countries outside of Switzerland.

About Viscovery

Viscovery Software GmbH, one of the first data mining companies in Europe, is a leading vendor of predictive analytics. The Viscovery® Suite offers unique, patented technology for explorative analysis and statistical modeling of complex data. The Viscovery team provides comprehensive expertise and years of experience leading projects in customer analytics, customer segmentation and scoring, as well as text mining applications, gene-expression data analysis and industrial process optimization. Online demos for several applications, including an analysis of website visits (www.viscovery.net/demos/click-stream-analysis), are available at the company website.

Viscovery software has been used successfully by numerous customers worldwide in the fields of banking, insurance, telecommunication, industry, media and retail, as well as at research organizations and universities. Viscovery is the only continental European data-mining provider listed in Gartner's last "Magic Quadrant for Customer Data-Mining Applications." Since September 2007, Viscovery has been a company in the Biomax Group. More information about Viscovery is available at www.viscovery.net.