

## Press Release

### **Fractal Maps for Bloomberg now available on Bloomberg's App Portal**

*High performance data visualisation software gains access to financial market community*

**London, 14 November 2012** - ThinkFusion today announced that its **Fractal Maps for Bloomberg** application is available via the Bloomberg Professional service, through a new feature called the Bloomberg App Portal.

Bloomberg Professional service subscribers globally can instantly access the Bloomberg App Portal at {APPS<GO>} where they can search for dozens of applications that help users accomplish specific tasks, such as value and price securities, visualize and analyze data or leverage new charting techniques. Applications can be licensed and operated from within the Bloomberg Professional service environment - without disrupting or interrupting workflow.

Capital markets firms around the world rely on Fractal Maps {APPS FRACT<GO>} for a succinct holistic view of market performance. With Fractal Maps' unique high volume display traders and analysts can clearly see what is driving performance at all levels in the market, letting them respond quicker to market movements and breaking news, identify the factors influencing performance more accurately, and communicate more effectively with their team and clients.

#### **Gervase Clifton-Bligh, Managing Director said:**

*"We are delighted to be among the first to provide an application via Bloomberg's App Portal where a number of great software developers are contributing to the ingenuity of the Bloomberg Professional service. The Bloomberg App Portal now lets us deliver a seamless, value-added service to the global financial community in a frictionless and secure environment."*

The Bloomberg App Portal gives Bloomberg subscribers instantaneous access to a diverse library of financial tools, provided by Bloomberg and software developers from around the world. Applications are reviewed and selected for the Bloomberg App Portal based on a variety of parameters, chief among them the ability for the application to add value to Bloomberg's existing feature set and information resources.

For more information about the Bloomberg App Portal please contact Claudio Storelli at [cstorelli@bloomberg.net](mailto:cstorelli@bloomberg.net) or visit {APPS<GO>} on the Bloomberg Professional service. For more information about Fractal Maps for Bloomberg please visit [www.fractalmaps.com/bloomberg](http://www.fractalmaps.com/bloomberg) or visit {APPS FRACT<GO>}.

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**About ThinkFusion**

ThinkFusion's advanced data visualisation technology changes the way you look at information. Fractal Maps let you see all relevant data at every level of detail in one simple picture. No more missed opportunities or unidentified risks, just fast, accurate, reliable insight. Whether you are monitoring real-time performance, managing complex processes or analyzing large reports, Fractal Maps give you a highly competitive edge delivered within or alongside a wide range of 3rd party applications. Seeing is revealing – [www.thinkfusion.com](http://www.thinkfusion.com)