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**ThinkFusion Announces Change of Company Name to Fractal Maps**

**London, UK: 5<sup>th</sup> August, 2014** – ThinkFusion Limited today announced that it is changing its name to Fractal Maps Limited to better align its brand with the exclusive delivery of value through Fractal Maps data visualization. Based in London and Palmetto, Florida, Fractal Maps is an independent software vendor whose passion it is to change the way people look at information.

With the explosion of big data, people and organizations are seeking new ways to derive actionable insight from the deluge of information. In a recent Harvard Magazine article Weatherhead University Professor Gary King is quoted as saying, “There is a big data revolution... the big data revolution is that now we can do something with the data.”

Fractal Maps is contributing to this revolution by transforming even the largest data sets into a single simple picture. That picture is dynamic and dimensional meaning, in the words of one senior Gartner analyst, “Users can intuitively examine and analyze multi-dimensional data and spot anomalies and trends based on millions of data points”. The application is customizable to a wide range of business scenarios, from financial traders needing to spot real-time market trends, to hospital staff seeking to maximize reimbursements, minimize costs and optimize patient outcomes, to name just two.

The company is looking to build on its existing partnerships in financial services with Bloomberg and others, healthcare and telecoms, while expanding into new sectors and continuing to develop the capabilities of the underlying platform to manage ever larger data sets as effortlessly and flexibly as possible.

**Comments on the News**

Gervase Clifton-Bligh, President, Fractal Maps

“We always put the needs of our partners first, and together we are well positioned to take full advantage of burgeoning data, increasing recognition of the value of advanced visualization and a powerful imperative to improve productivity throughout our economies.”

**About Fractal Maps**

Fractal Maps advanced data visualization 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, analyzing large reports or communicating with your team and counterparts, Fractal Maps provides a clear competitive edge delivered within or alongside a wide range of 3<sup>rd</sup> party applications.

[www.fractalmaps.com](http://www.fractalmaps.com)