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Data mining specialist Viscovery expands into the Life Sciences

VIENNA, Austria — (17 May 2011) — The data mining specialist Viscovery successfully established itself in the Life Science sector in 2010. In positive synergy with its parent company, Biomax Informatics, they carried out projects in the food industry and in pharmaceutical and medical research. In these fields, Viscovery® Data Mining with SOMs (Self-Organizing Maps) helps researchers find potential biomarker candidates by analyzing and clustering clinical and genetic data.

Viscovery's participation as a partner in the international CANCEMOTISYS research project studying the specific effect of drugs against stomach cancer (www.cancermotisys.eu) is already in its third year. In this project, Viscovery is examining, among other things, the relationship between the motility of cancer cells and gene expression data.

About Viscovery Software GmbH

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 a classification of music style preferences (www.viscovery.net/demos/music-styles), are available at the company website.

The intuitive Viscovery interface allows users without previous knowledge in statistics to create visual cluster analysis, customer profiles and segmentations, and interactively assign operational actions to defined groups. The Viscovery project environment supports the data-mining process with clear workflow structure and inline documentation that records all steps of the analysis. All workflows are provided with preset defaults and can be modified and used subsequently as templates. High-performance Viscovery models are easily integrated in real time and can be generated and updated automatically.

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.

About Biomax

Biomax Informatics AG (Planegg, Germany), founded in 1997, is a leader in the development of customized bioinformatics solutions. Biomax developed the well-known Pedant-Pro™ Sequence Analysis Suite, the BioRS™ Integration and Retrieval System, the BioXM™ Knowledge Management Environment and other computational solutions for better decision making and knowledge management in the life science industry. In 2007 Biomax acquired the Viscovery® data mining business from eudaptics gmbh to complement the BioXM system with tools to identify and validate diagnostic biomarkers. More information about Biomax is available at www.biomax.com.

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