

## COMPANY INFORMATION

Company name	<b>Laboratory of mobile services LLC (Nizhny Novgorod, Russia)</b>
Project name	<b><u>AlteroZoom</u>: Personal Knowledge Management System</b>
Project leaders	Alexey Umnov, Ph.D.
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Company/project history	Spin-off company of UNN, established in 2011. Best mobile app (contest Continuum (Intel+Skolkovo) 2011) , Silver medal (international inventors expo in Geneva in 2012 ).

## PROJECT INFORMATION

### Description of technology/product

Software and hardware platform that allows user to:

- **Create interactive multimedia personal documents organized into personal knowledge base (on the principles of the semantic network)**
- **Distribute the organized information through multiple communication channels: email, social networks, thematic sites and by AZ-built devices**
- **Link Internet of documents with internet of things**
- **Organize personal activity according right thinking style**

### Diagrams and photos



Fig.1 AlteroZoom

### Added value

High efficiency in education, professional work and personal life.

### Current status of technology/product

- Various lab prototypes for gel and gel-saturated tissues created;
- Tests of preclinical trial level conducted (not certified);
- Tectum LLC, a small innovation company with UNN as a shareholder, being registered.

### Key advantages

- Rich multimedia documents with semantic marks
- Personal semantic network
- Personal analytic tools
- Creative thinking tools
- Critical thinking tools
- Interaction with environment via various gadgets

### Comparison with competitors

- Evernote, One Note, other PIMs
- Alterozoom has:
- Tools for semantic work with information
- Tools for organization of thinking process
- Tools for self estimation
- Tools for linking Traditional Internet and Internet of Things

### Potential markets

- Students
- Persons interesting in Self Improvement
- Teachers and University professors
- Businesses coaches

### Scientific publications and patents

Patents of RF № 2011614374 (03.06.2011).

### Contacts sought

- Investors,
- School teachers and University professors
- Business coaches
- Authors of books on human resource development.

### Objectives

- To find partners and/or investors.
- To demonstrate technology/product to potential customers