

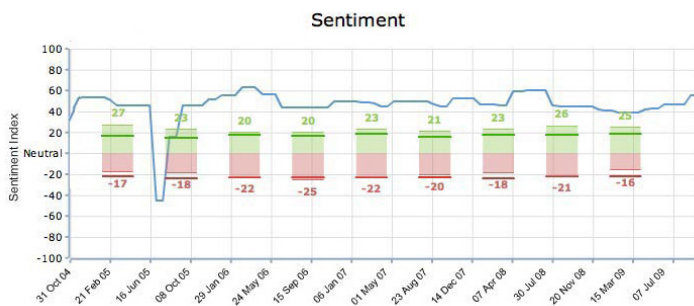
# THE EXECUTIVE SENTIMENT DASHBOARD

General Sentiment offers its cutting-edge technology as a real-time service: the Executive Sentiment Dashboard. The Executive Sentiment Dashboard uses innovative tools that help you get a big-picture, real-time snapshot of public opinion of brands or people important to your business. It's a perfect overview for the executive level decision maker.

## PRODUCT FEATURES

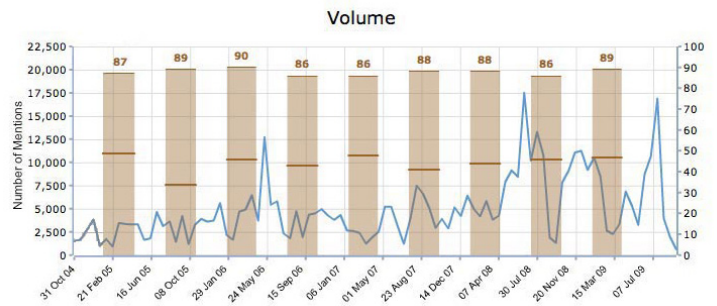
### SENTIMENT INDEX

This is the pulse of public opinion. The sentiment indicator provides a big-picture view of whether any significant changes in opinion have occurred. Watch this like a stock-ticker.



### VOLUME TRACKING

The General Sentiment system is a natural language processor and is able to perform entity disambiguation and extraction, accurately identifying and tracking all entity mentions across more than 30 Million sources.



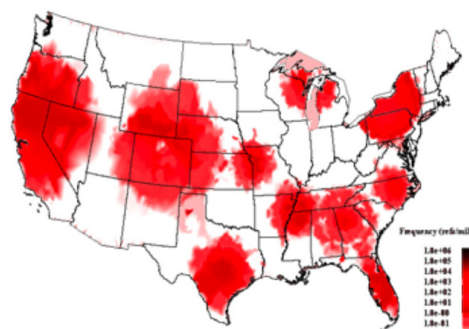
### Q-SCORE

Our Partnership with Q-Scores, a leading polling based market research company, allows us to complement online sentiment results with the benchmark survey metric used for measuring overall consumer appeal. This data is provided as an overlay on our dashboard.



### HEAT MAP

Heat maps show the geographical representation for media buzz and incorporates the market size of each publication in its region.



### ASSOCIATIONS

The General Sentiment system helps discover new relationships by analyzing written associations between entities.

Rank	Entity Name	Count
1	GM	19,800
2	Chrysler	19,520
3	Toyota	13,100
4	Honda	8,800
5	Nissan	7,520