



Successful Trading with **MetaStock®**

An introduction to MetaStock, a leader in software and data for traders for over twenty seven years.

Technical Analysis and Trading

Why do most traders fail?

Hundreds of thousands of people all over the world trade stocks, options, commodities, FOREX, and more. All of these investors hope to be successful, but the fact is, most are not. The reasons for failure in the market are as varied as the traders themselves, but for the great majority it comes down to their approach to trading. When traders allow emotions like greed and fear to play in their decisions, they are bound to fail. Also, relying on hunches, guesses, tips from friends, or even the advice of your broker are likely to lead to disappointment.

Successful traders have several things in common. One, they leave emotions out of their trades. Two, they know that not all trades will be winners. Their goal is to beat the odds and make a majority of winning trades. Three, they have a plan. They manage their funds and never trade more than they should. Finally, many traders use Technical Analysis – the science of trading.

What is Technical Analysis and how can it help your trades?

“Technical Analysis” is a complicated-sounding name for a very basic approach to trading. Simply put, it is the study of security prices in order to make better trading decisions. The primary tool of the technical analyst is a chart showing price and volume. By identifying patterns over time, technical analysts are often able to predict the direction of the market, and specific securities.

Of course no one can predict the future, but remember successful trades are about beating the odds and making more winners than losers, and protecting one’s profits. Technical Analysis provides that edge to a great deal of successful traders.

In the pioneering days of technical analysis, charts were painstakingly hand drawn. Fortunately computers now perform the tedious aspects of charting. To be sure, many charting software programs have come and gone, but MetaStock has set itself apart for over 27 years as the choice of serious traders.



The primary tool of the modern Technical Analyst is a chart showing price and volume... among other things

What is MetaStock?



MetaStock is science for traders

Simply put, MetaStock is a tool for traders to analyze the markets on a sector, industry group, and security level. It uses charts and indicators to help you decide when to take and when to exit trades.

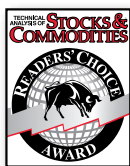
No system is perfect, but MetaStock helps you become a more successful trader by improving your odds over all. It also helps take the guess work out of trading by offering a methodical, systematic approach. When you incorporate science and logic into trading, you are less likely to rely on hunches, guesses, fear, or greed.

MetaStock is a professional-level tool for traders of all types and abilities

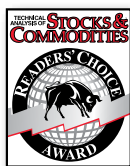
MetaStock is packed with the tools that professional traders have come to expect (and some that exceed expectations):

- Analyze stocks, FOREX, futures, options, e-mini, and more
- Scan, sort, and rank 1000's of securities
- Back-test multiple strategies on multiple securities
- Get insights from industry experts
- Use over 200 standard indicators, or design your own
- End-of-day and Real-Time data options for all budgets
- FREE Professional Support

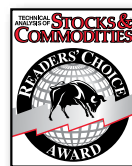
MetaStock is an award-winning performer



MetaStock
Winner 1993 - 2004
Standalone Analytical
Software
\$200-\$499



MetaStock
Winner 2005 - 2010
Standalone Analytical
Software
\$500 to \$1000



MetaStock Pro
Winner 2006 - 2010
Standalone Analytical
Software
\$1000 and More

Where do you start when you have 1000's of securities to choose from?

The MetaStock Explorer™ lets you scan through 1000's of Securities to find a winner

There are thousands of stocks, currencies, options, and futures out there. Moreover, there are hundreds of indicators and systems you might want to use to trade them. How do you even begin to sort through the possibilities? How do you find the winners?

That's where the MetaStock Explorer™ comes in. Now you can use YOUR criteria to scan a universe of securities to find the ones that fit YOUR strategy.

Here are some examples of possible scans:

- Discover which securities have generated a buy or sell signal based on your custom criteria
- Find the securities that have just crossed above their 200-day moving average
- Generate a performance report of all your mutual funds
- Discover the securities which ranked highest by Wilders RSI or other indicators
- Generate a list of securities that are above their 10-week moving average, with a stochastic of 80 or higher

The list of possible scans is almost endless. Not only does this save countless hours of sorting and sifting, but it allows you to do things you simply could not do otherwise.



Find the securities that fit your trading strategy in moments, not hours or days, with the MetaStock Explorer

Test and compare BEFORE you spend your first trading dollar

The Enhanced System Tester™ gives you confidence in your strategy

With the exclusive MetaStock Enhanced System Tester™ you can create, back-test, compare, and perfect your strategies before you risk any money in the markets. By analyzing every trade that would have occurred historically, you build confidence in future trades and answer the question, "If I had traded this security using these trading rules, how much money would I have made or lost?"

Test multiple securities against multiple strategies

The Enhanced System Tester also shows you which securities work well with which systems. Unlike other systems that allow you to test only one strategy on one security, the MetaStock Enhanced System Tester allows you to test multiple securities against multiple strategies. Test one system with one security, many systems with one security, one system with many securities, or many systems with many securities.

Real-world variables mean realistic results

Designed to simulate a realistic trading scenario, the Enhanced System Tester allows you to change and edit variables such as entry, exit, expanded stops, order sizes, commissions and more.

The reports generated by the Enhanced System Tester are comprehensive and presented in an easy-to-read, intuitive format.



Test multiple securities against multiple strategies
with the Enhanced System Tester

Expert advice is right at your finger tips.

Get insights from top industry experts with the Expert Advisor™

The MetaStock Expert Advisor gives you the input of industry professionals when and where you need it. Display the industry's most popular systems and charting styles with the click of a mouse. Need more info? Choose the commentary screen for specific information about the security you are charting. For example, you can learn: "What is a MACD and where should the buy and sell signals occur on the chart?" You can even create your own system using the easy-to-learn MetaStock formula language.

Expert Alerts

Alerts keep you in touch with current trading conditions. Use simple price and volume alerts or complex indicator triggers and multiple condition alerts.

Expert Commentary

This window shows you in great detail how your expert assesses the chart you are viewing. Is it a buy, sell, or hold situation? If so... Why? You get insight gained through years of research and real-world trading.

Expert Symbols and Trends

Buy and sell arrows, text, or any other symbols in the MetaStock palette automatically flag special conditions, according to your criteria.



One of the most unique features of MetaStock, the Expert Advisor gives you the insights of the expert who developed the system you are using

Trading is fundamental. Technically speaking.

The MetaStock Fundamental Analyzer fills the gap between technicals and fundamentals

In addition to technical data, many of our clients have discovered that using fundamental analysis gives them better overall trading insight. Available exclusively for MetaStock Pro with a QuoteCenter subscription, the MetaStock Fundamental Analyzer provides you with just about anything you could possibly want to know about a company in the US and select global markets. From PE ratios and earnings per share to dividend yield and shares outstanding, the list of fundamental data is comprehensive and categorized. With the Fundamental Analyzer, you can go way beyond scratching the surface to determine if a stock is over or under valued.

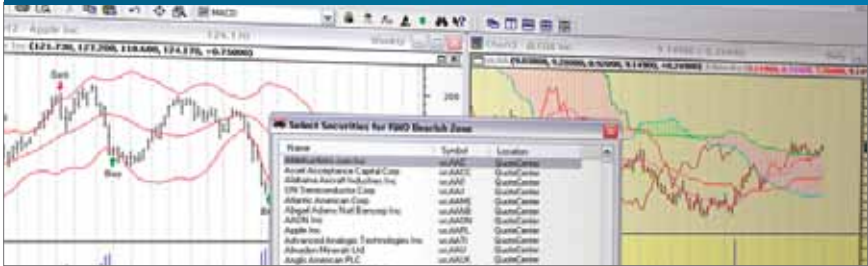
The MetaStock Fundamental Analyzer includes 5 powerful sections:

1. The Fundamental Tab – view at a glance the Exchange, Industry Sector, Market Cap, Avg. 21-Day Volume, 52-Week High and Low, Earning per Share, Estimates EPS, PR Ratio, Annual Dividend, Dividend Yield and much, much more.
2. The Revenue Tab – divided into two sections, this tab shows Quarterly and Annual Net Income Compared to Revenue. It includes: Revenue, Net Income, and Percent fields for the last 8 quarters or 4 years.
3. The Performance Tab – displays Annual Earnings Per Share, Annual Dividends, Annual Growth Rate, and Percent Changes to S&P 500 over a variety of periods.
4. The Estimates Tab – displays EPS Quarterly Estimates and Total Revenue Quarterly Estimates going out 4 quarters, as well as EPS Annual Estimates and Total Revenue Annual Estimates going out 4 years.
5. The Scanner Tab – This powerful tool allows you to search for companies based on a variety of fundamental criteria. The results can then be sorted by Closing Price, Average Volume, EPS, Annual Dividend, PE Ratio, Beta, Company Name, Group, and Sector. You can even chart the resulting securities to perform technical analysis.



Incorporate fundamentals into your trading strategy with the MetaStock Fundamental Analyzer

MetaStock by the numbers



When you get MetaStock, you get a legendary array of customizable charts, indicators, line studies, templates, and more... and that's just the beginning.

- Over 250 built-in trading indicators and systems (and endless customization possibilities)
- The PowerTools: including the Explorer, the Expert Advisor, and the System Tester
- The MetaStock Fundamental Analyzer for scanning, organizing, and analyzing fundamental data (available in MetaStock Pro with an active QuoteCenter subscription only)
- 42 Adaptive indicators which use dynamic parameters to provide more responsive and accurate results
- 9 Core Chart Styles (including Bars, Line, Candlesticks, Point & Figure, Kagi, Renko, Three-line break Equivolume and Candlevolume) with an enormous array of line, color, chart, indicator, text, and alert customization possibilities
- Easy-to-learn formula language lets you design your own system
- The revolutionary Rahul Mohindar Oscillator (RMO) all-in-one trading system
- Convenient templates that save you time and effort by applying the same set of indicators and studies to different securities
- Built-in tool bars that let you easily refresh data, change periodicity, rescale the Y axis, zoom in & out, and choose a security to open
- Options for end-of-day, and real-time traders
- Name-Brand Systems such as Bollinger Bands, Turtle Trader®, Darvas Box, SPYDER Carpe Diem, Connors RSI, and many many more
- FREE customer support and a library of online resources
- 30-day money-back guarantee for all non-subscription products

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Accurate, clean, financial data is at the heart of MetaStock

Reuters DataLink, the preferred end-of-day data solution for MetaStock

Charting software is only as good as the data behind it... and Reuters DataLink is the #1 data solution for MetaStock. The exclusive AutoClean™ technology ensures that the data meets our clients' high expectations. You can download market data, or use Data-on-demand™ to open a chart on the fly. Reuters DataLink has unbeatable depth and breadth; it spans the globe so you can trade just about any region you like.

QuoteCenter is a blazing-fast real-time data and newsfeed... but that's just the beginning

QuoteCenter is the preferred data source for MetaStock Pro and Pro FX. It gives you the same, high-powered, instantaneous market data used by professional traders. With up-to-the-tick data on your choice of markets from almost anywhere in the world, QuoteCenter is quite simply the best market information you can get as a personal investor.

QuoteCenter is much more than a data stream. Its comprehensive and intuitive interface includes charting, news, MarketWatch, options analysis, automated linking, and list management including real-time dollar and percent gainers and losers to name just a few.

Optional QuoteCenter features include ZoomDynaQ (NASDAQ Level 2), Thomson Reuters technical signals, Reuters Market News, and more.



More than just a data feed, The QuoteCenter interface provides a wealth of professional-level real-time news, market news, charting, analysis, and more!

Solutions for all traders



MetaStock®

An icon in the trading industry, MetaStock is perfect for the end-of-day trader. It's packed with most of the features of our more advanced products. Use it to trade stocks, futures, and more.



MetaStock®ProFX

Created especially for the currency trader, MetaStock Pro FX lets you strike the volatile, liquid, 24-hour FOREX market on YOUR terms. MetaStock Pro FX is powered by QuoteCenter FX data.



MetaStock®Pro

The flagship of the MetaStock lineup, MetaStock Pro is the industry standard among real-time professional level traders. You simply can't buy a more powerful retail trading software package for stocks, FOREX, futures, and more.



Take MetaStock to the next-level with our extensive library of plug-ins & add-ons

MetaStock Plug-Ins and Add-Ons are authored by some of the industry's most respected experts

When you produce the industry standard in technical analysis charting, industry experts are bound to notice. They recognize that MetaStock is the best platform to execute their trading strategies, and distribute those strategies to others. That's why trading icons like John Bollinger, Steve Nison, Dr. Alexander Elder, Price Headley, Rahul Mohindar, and many others have produced add-on products for MetaStock.

Plug-ins (produced by MetaStock in conjunction with experts) and add-ons (developed and supported by third party companies) give you an opportunity to add even more power and customizability to MetaStock. They offer you more systems and strategies specifically designed for MetaStock and technical analysis traders.

The library of add-ons and plug-ins is ever growing. The following are just a few of the most popular:

John Murphy's Chart Pattern Recognition –identify the most profitable chart patterns in seconds by searching only for those with the strongest patterns.

John Bollinger's Bollinger Band System –achieve the real power of the legendary Bollinger Band analysis with laser focused trading insights.

Steve Nison's CandleSticks Unleashed –find the strongest securities to buy and sell based on 8 candlestick patterns.

John Slauson's ICE – create your own trading systems with no formula writing and no programming.

Price Headley's Big Trends Toolkit – define low-risk entry and exit points and spot price accelerations to catch big trends in the market.

Trade Oracle – get results with this collection of 90 proven systems rolled into one.

For a complete list of add-ons and plug-ins, visit www.metastock.com.



What are people saying?

"MetaStock remains the only charting software I use or recommend. Its extraordinary graphics, functionality, and ease of customization make it the professional tool it is. For me, trading without MetaStock would be like riding one of my motorcycles blindfolded. "

Dr. Stephen Cooper
Founder , Onlineoption.com

"As a professional trader, I am always looking for an advantage. MetaStock gives me that advantage. It's like having a 24-hour trading partner working just for me. "

Robert Deel
Author, Trading Strategist and
CEO of Tradingschool.com

"I'm a stay-at-home mom... really. My trading takes up very little of my time now that I'm using MetaStock software. This gives me much more time with my three kids –a definite bonus. "

Linda Hardin
Customer

"It's the most intelligent piece of software I have ever used. "

Dr. Treiber
Customer

"I have dealt with thousands of companies in my life and I can count on one hand how many of them give the high quality service that MetaStock does. Every time I order something or have a concern or question, I am dealt with quickly AND efficiently. I wish all companies I deal with were just like you. "

William Henry Jones
Customer



Free Customer Support and Resources



Our customer support isn't just FREE... it's exceptional

We've all had a bad customer support experience. A primary reason for MetaStock's success is we value our clients... and we work to prove it. In fact, on-going surveys reveal that 98% of our customers rate our support team as "exceptional." How do we do it? Simple. We employ professionals who work right here in our office... and who tend to stick around for years, not months.

You can reach our support professionals during extended hours via phone, email, or chat. We typically answer calls within 2 minutes and follow up where necessary to make sure our response is satisfactory.

Become part of a trading community

When you purchase MetaStock, you become part of a trading community. We have online forums, live online webinars, and recorded educational videos... all free. We also have online support to help with formula writing. And if you want to take it to the next level, we even have optional live online training provided by a certified training partner.

Bottom-line, you're never alone with MetaStock. You're part of an international community made up of 1000's of satisfied customers.



Connect with us on YOUR terms



Who is MetaStock?

History of MetaStock

MetaStock was developed over 27 years ago by Steve Achelis, the founder and president of Equis International. Equis International was purchased by Reuters in 1996 because they recognized the small company's expertise in trading software development and distribution. Since that time, MetaStock began using Reuters financial data as its primary data feed.

In 2008, Reuters Group PLC and Thomson Corporation merged to form Thomson Reuters. Thomson Reuters is the world's leading provider of intelligent information for businesses and professionals. With over 50,000 employees in over 93 countries, Thomson Reuters has been in business in one form or another since 1799.

Though part of Thomson Reuters, a large global company, MetaStock is a relatively small, lean division that focuses on just one thing – providing the best charting software and data for the individual investor.

All of our employees are all in the same building, on the same floor. We believe this gives us a more cohesive, responsive team. This is evident in our products and our level of service.



This is neither a solicitation to buy or sell any type of financial instruments, nor intended as investment recommendations. All investment trading involves multiple substantial risks of monetary loss. Don't trade with money you can't afford to lose. Trading is not suitable for everyone. Past performance, whether indicated by actual or hypothetical results or testimonials are no guarantee of future performance or success. NO REPRESENTATION IS BEING MADE THAT ANY ACCOUNT WILL OR IS LIKELY TO ACHIEVE PROFITS OR LOSSES SIMILAR TO THOSE SHOWN. IN FACT, THERE ARE FREQUENTLY SHARP DIFFERENCES BETWEEN HYPOTHETICAL PERFORMANCE RESULTS OR TESTIMONIALS AND THE ACTUAL RESULTS SUBSEQUENTLY ACHIEVED BY ANY PARTICULAR TRADING PROGRAM. Furthermore, all internal and external computer and software systems are not fail-safe. Have contingency plans in place for such occasions. Thomson Reuters assumes no responsibility for errors, inaccuracies, or omissions in these materials, nor shall it be liable for any special, indirect, incidental, or consequential damages, including without limitation losses, lost revenue, or lost profits, that may result from reliance upon the information presented.

How much does MetaStock cost?

There are a variety of MetaStock options to fit any budget. You have the option of buying MetaStock outright, then subscribing to the data or subscribing to MetaStock plus data on a monthly or annual basis. The following is not comprehensive and is subject to change. For our latest and most complete pricing list, visit MetaStock.com or call a sales professional at 800-775-9341.

Software

	One-Time Purchase	Software Subscription
MetaStock	\$499	\$59/month \$565/year (includes one region of Reuters DataLink end-of-day data. Additional regions available)
MetaStock Pro FX	\$1095	\$80/month \$770/year (software only)
MetaStock Pro	\$1395 (QuoteCenter version) \$1695 (eSignal version)	\$100/month (QuoteCenter version) (software only)

Data

Reuters DataLink End-Of-Day Data (for N. and S. America Stocks & Mutual Funds. Other regions and futures available)	\$24.95/month \$240/year
QuoteCenter FX Real-Time Data and News	\$99/month \$950/year
QuoteCenter Real-Time Data and News (for N. and S. America. Includes stocks, futures, and FOREX. Other regions available. Exchange fees additional. Data is delayed unless exchange fees are paid)	\$135/month \$1300/year



Our Guarantee

We offer a 30-day money-back guarantee on all non-subscription products we sell. Shipping and handling fees are non-refundable.

MetaStock®

90 South 400 West, Suite 620, Salt Lake City, Utah 84101