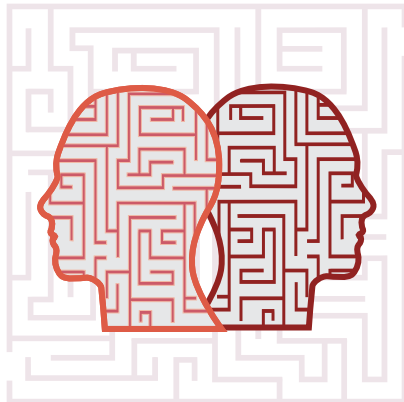


Semionix Associative Memory Analysis (SAMA)



SAMA uniquely reveals associative memory response helping you to:

- ⇒ enhance employees' understanding of diversity by revealing implicit biases
- ⇒ optimize advertisements & brands



The Associative Machine

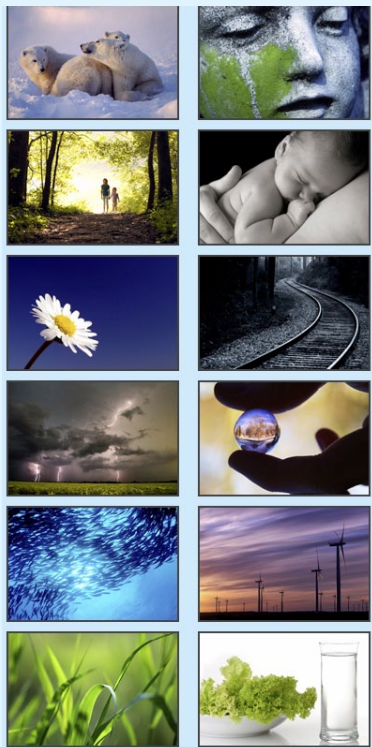
[associative memory] ... provides the impressions that often turn into your beliefs, and is the source of the impulses that often become your choices and your actions.

—Kahneman, *Thinking, Fast and Slow*

How It Works (step 1)

users select words+images to create
personal expressions in response to a topic

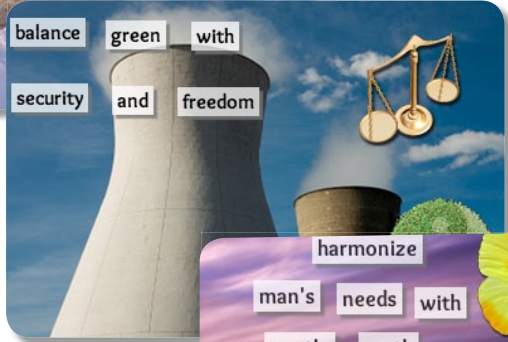
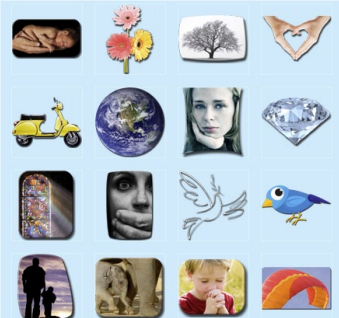
backgrounds



words

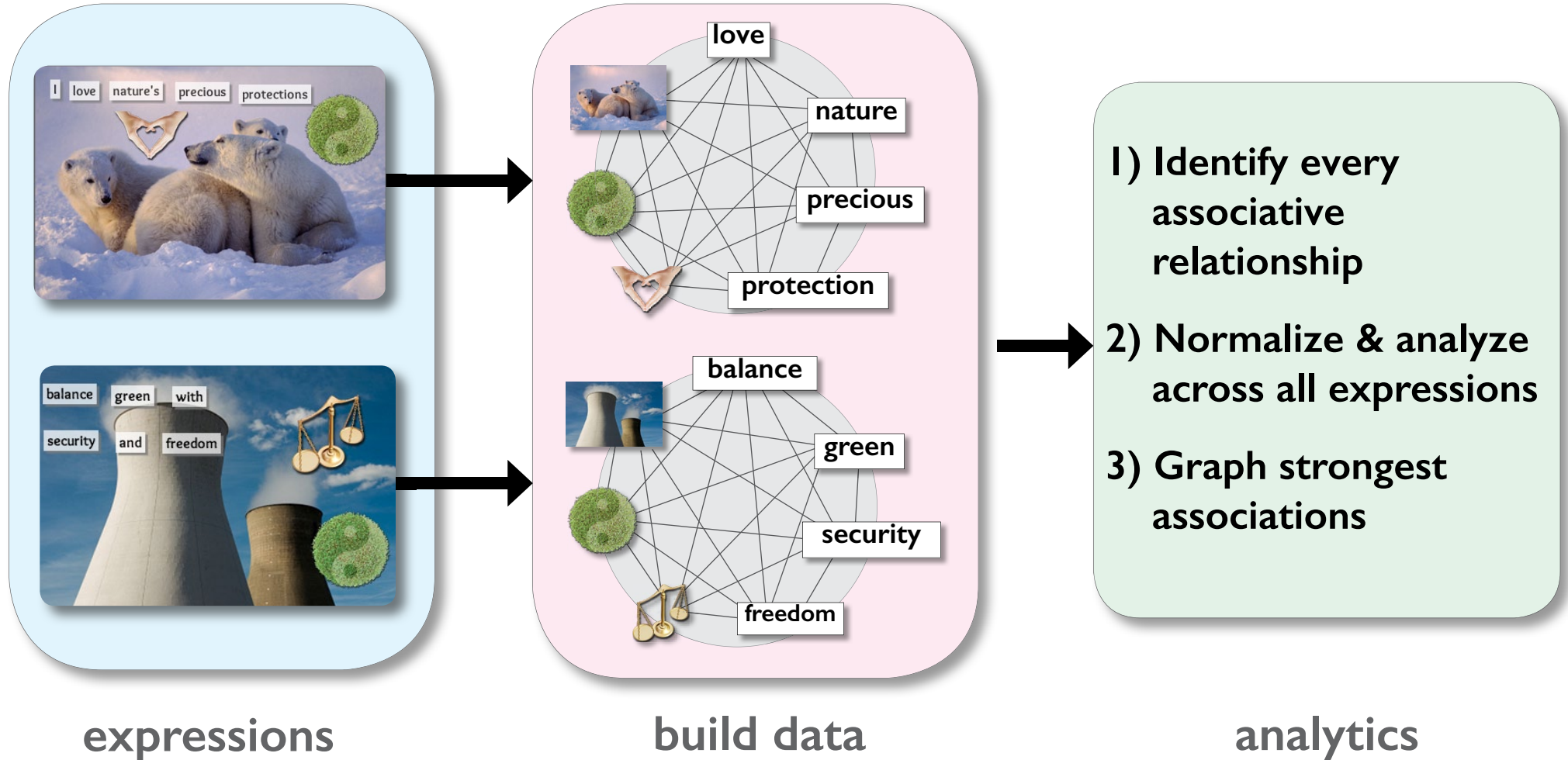
a active after air alive all alone an
and any are aroma as at authentic
baby balance bath be beautiful beauty
before big birth blossom body breath
breathe breeze burst but by calm can
care caress center clean clear cocoon
connect cool crisp cure delicate do earth
element endless energy environment ever
express family feel for freedom fresh
from future generation gentle good green
grow hand harmony has have health
honest how i if immaculate in innocence

icons

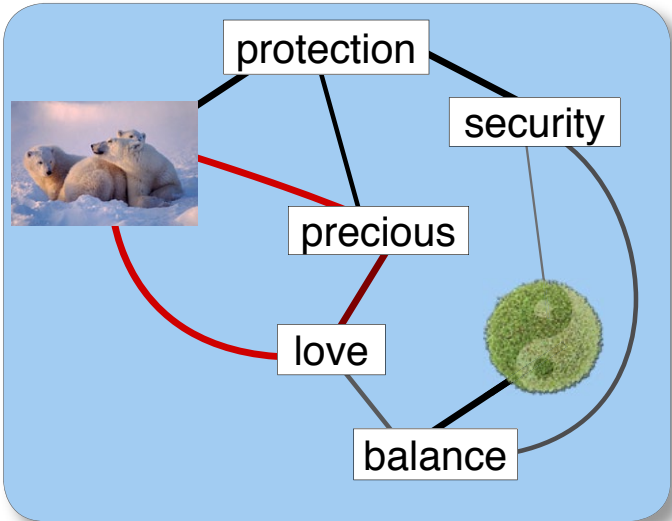


How It Works (step 2)

patented analytics identify strongest associations



How It Works (step 3)



association maps (graphs)

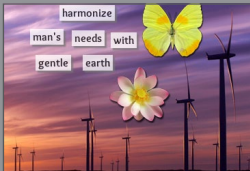
- ↪ reveal optimal associative cues
- ↪ easy to understand & apply
- ↪ identify strength of association



available for any number or combination
of demographics / segments



Expression Viewer



expression viewer

- ↪ consumer thoughts & feelings
- ↪ filters provide easy drill-downs