

APTIMA[®]
HUMAN-CENTERED ENGINEERING

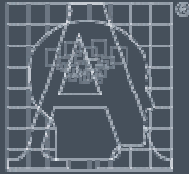
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Aptima Capabilities

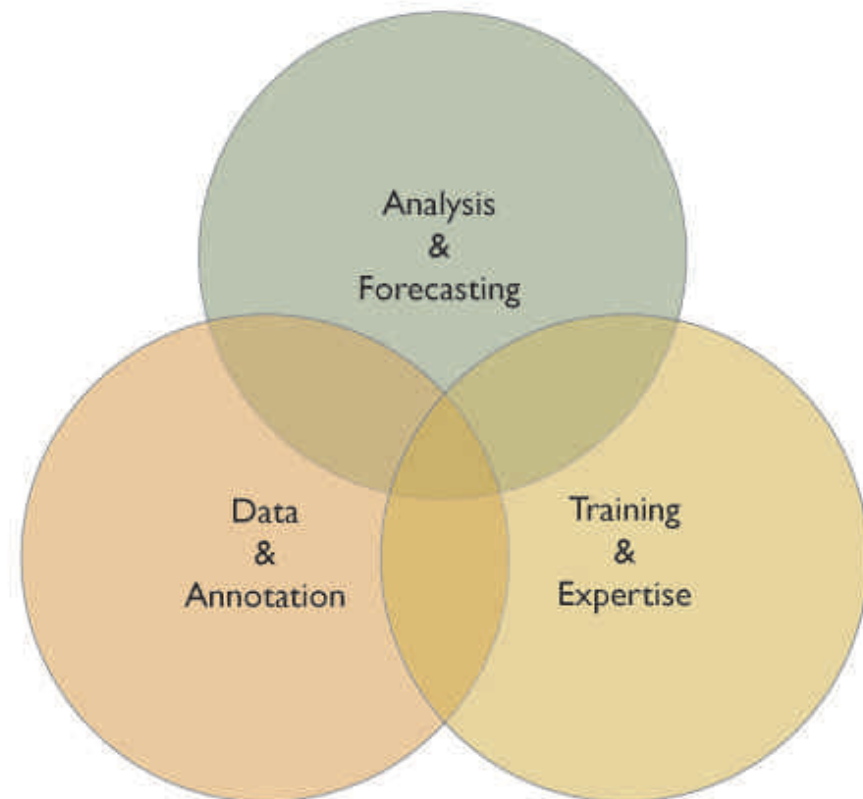
Jared Freeman, Ph.D.
Senior Vice President, Research

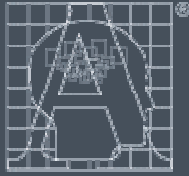
IARPA KDD
20 August 2009



Research Areas of Interest

- **Data & Annotation**
 - Methods to capture quality data
 - Innovative display methods
 - Provide a foundation for all cultural literacy
- **Analysis & Forecasting**
 - Tools to facilitate data analysis
 - Enable interpretation, forecasting, and decisions
- **Training & Expertise**
 - Identify and train skills lead and operate in multicultural environments

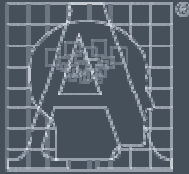




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Qualifications and Capabilities

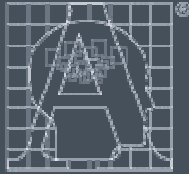
- **Human Centered Engineering**
 - Analyze and design complex sociotechnical systems
 - Combine social science theory with quantitative, computational methods
- **Intelligence Products and Services**
 - Cultural data collection and analysis in theater
 - Activity and attitude modeling
 - Text analysis and trending
 - Imagery analysis training



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Specific Capabilities Aptima is Seeking

- **Seeking teammates with expertise in:**
 - Intelligence practices
 - Intelligence data systems



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