



# ISIR MACHINE PRODUCT SUMMARY



- The ISIR Stock Popularity Machine measures the **overall investor sentiment** for any stock or ETF.
- The **Capital Market Behavior Theory (CMBT)** is the academic foundation for the machine design.
- The machine displays the most accurate real-time actionable signal that traditional **fundamental theory** and **technical analysis** cannot deliver.
- You can take immediate action or stay alert to maximize returns and minimize risks at the same time.



**Main Chart:** The Stock Popularity Machine displays the overall investor sentiment (aka. **BB-Sigma Index**) on any stock or ETF in real-time.

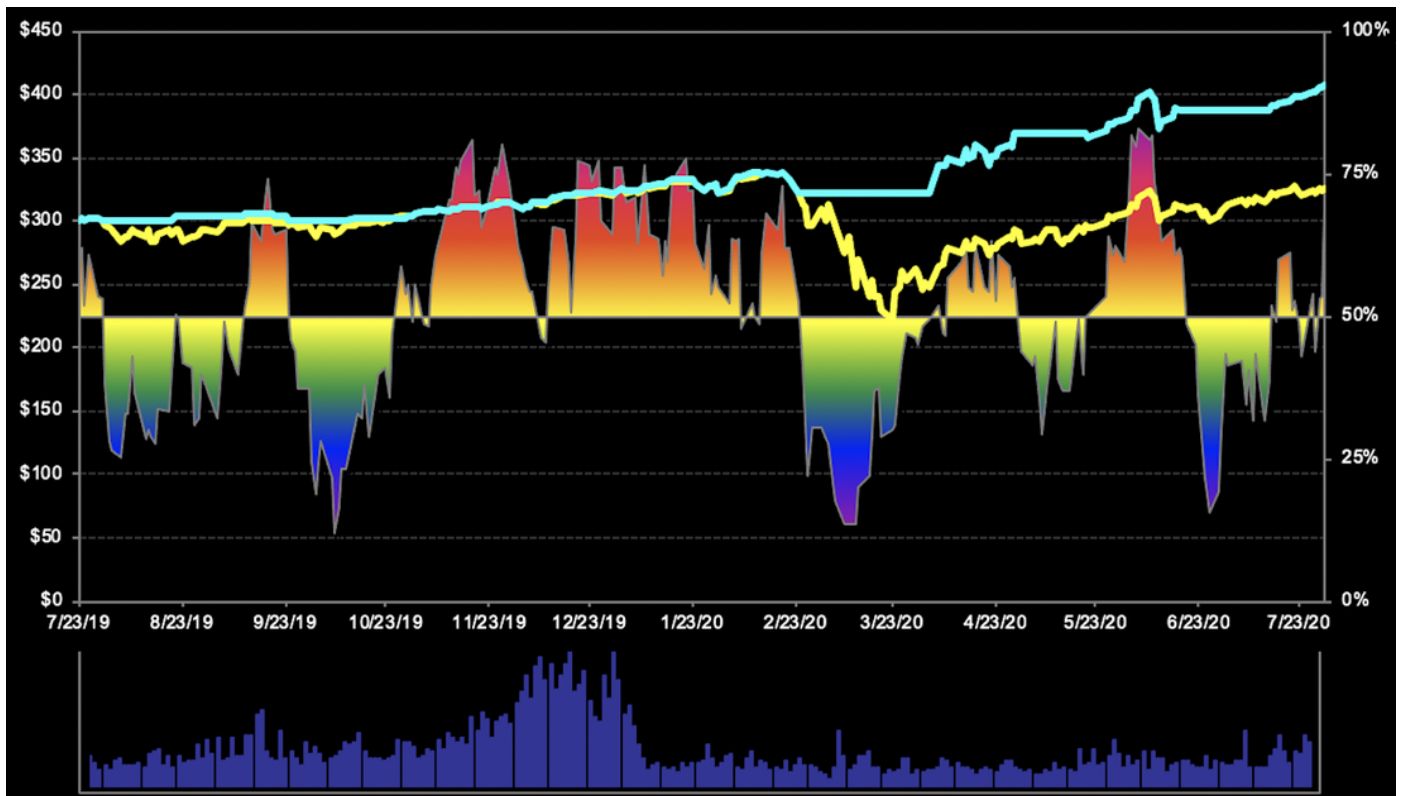


**Step 1:** Enter your stock or ETF Symbol (e.g., SPY) and select Trade Frequency (e.g., Days, Months, or Years). For advanced users, you may select Loss Aversion, Volume Weight, Trading Strategy, and Risk-Free Interest for further customization. Pay attention to Total Trades that displays how many trading signals are generated during the last 12 months.

Last Price	\$326.52	Total Trades	29	Index Trend	UP	Last Index	69.15%
Symbol	SPY	Risk-Free Interest	1%	Yin-Yang Cycle	BULL	12-Month Ending	7/31/20
Trading Strategy	100% L / 0% S	Trade Frequency	Days	Loss Aversion	Standard (110%)	Volume Weight	Standard (medium)



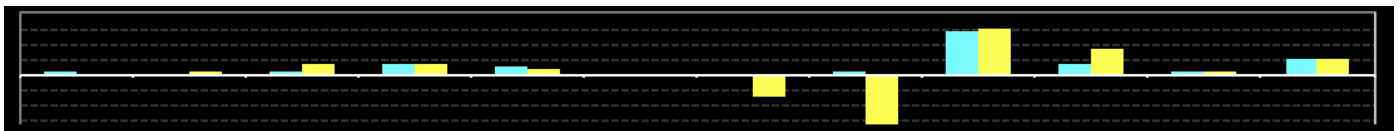
**Step 2:** The key is to review the 12-month index chart. The right axis 50% crossing is the threshold for buy or sell signals. The yellow line is the stock price chart. The blue line is the actual result if all trading signals are acted upon. Pay attention to the current reading on the right shaded area to see if the index is below 50% (sell) or above 50% (buy or hold).



**Step 3:** The portion of the chart shown below is the most important summary of the main chart readings. The Trade Alert on the left shows the magnified view of the last 7-day index. The top right is the intuitive display of the current index reading. The 1-year Price Return and **Maximum Drawdown** are displayed in the middle right for the Strategy based on trading signals as compared to the Buy & Hold. **Calmer-Yang Ratio** is a simple improved Alpha measure that indicates that the trading adds value if the Ratio is positive. The bottom part shows the average Volume Trend over different time periods.

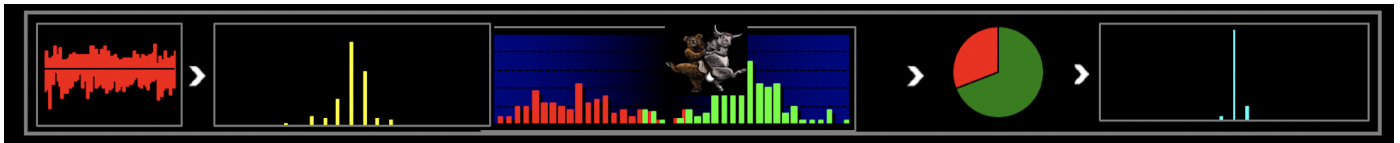


**Step 4:** Next, you may pay attention to the monthly bar chart above the main index chart. The blue bars show the month returns if all trading signals are followed as compared to the yellow bars for the buy & hold.





**Step 5:** Finally, the bottom part of the main chart shows the statistics of the price movements over the last 12-month period and its normal distribution (left). The machine processes the left signals to show the bull (green) and the bear (red) statistics. The outcome significantly reduces the standard deviation (risk) as shown on the right.



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