

Signal Patterns Brings Psychology Research to the Public with SignalPatternsLabs.com

Packed with video, applications, blogs and articles, new site empowers people to explore their personalities, learn more about their relationships, and get up close and personal with leading psychological research

Pleasantville, NY – April 7, 2009 - Signal Patterns, developers of psychology-based web and mobile applications, unveiled SignalPatternsLabs.com, a new website that connects people with cutting edge psychology research and offers unique tools to help people learn more about themselves, their preferences and relationships.

SignalPatternsLabs.com offers a wealth of powerful self-discovery tools, such as the “Big 5” Personality test based on decades of research and an assessment to find the best occupational match. Blog posts, articles and videos from Signal Patterns Labs’ scientists provide further insight into well-being, happiness and relationship dynamics – from family and parenting to friendship and romance.

“We all have an enormous curiosity to discover, understand and discuss the unique facets of our personality and relationships, and a strong desire to improve our well being,” said Ran Zilca, CEO and co-founder of Signal Patterns. “SignalPatternsLabs.com takes the latest psychological research and makes the science accessible, easy to understand, and fun for anyone wanting to learn more about themselves and improve their lives and relationships.”

SignalPatternsLabs.com includes contributions from leading psychology practitioners, researchers, and book authors in the fields of personality theory, positive psychology and well being, relationships and social psychology. The site gives scientists a broad forum for describing their recent work.

“The new site offers a great opportunity to discuss our research and interests with the general public, and to reach a far broader audience than is possible with scientific journals,” said Sam Gosling, Ph.D, member of the Signal Patterns Scientific Advisory Board, associate professor of psychology at the University of Texas at Austin and author of “Snoop: What Your Stuff Says About You.”

SignalPatternsLabs.com uniquely fosters communication among the public and researchers, and gives people ways to participate in this exciting work. Visitors to SignalPatternsLab.com may:

- Get immediate feedback via quick online research-based assessment tests
- Participate in active research projects
- Contact researchers directly through ‘Ask a Scientist’ access
- Learn more about leading scientists/researchers in the field of psychology research

As the research arm of Signal Patterns, Signal Patterns (SP) Labs uses the latest psychology research to develop novel and insightful online and mobile applications. SP Labs’ scientists leverage the most recent techniques in psychological assessment, along with pattern recognition and statistical methods, to develop software that helps people all over the world understand themselves better, improve their relationships and well being, and work in more positive and psychologically productive environments.

Online publishers, social networks, content providers, recommendation engine providers, and advertisers who are interested in customized applications can contact Signal Patterns [online](#) or by phone at 914-747-3689.

About Signal Patterns

Signal Patterns develops psychology-based web and mobile applications that help people improve their well-being and relationships with others. Developed by a team of over 20 PhDs worldwide, Signal Patterns’ online professional-grade solutions include self and relationship assessments, positive psychology activities and social tools for connecting with like-minded individuals.

Signal Patterns' patent-pending technology results from a unique combination of in-house psychology research and data mining expertise. Founded in 2006, Signal Patterns is based in Pleasantville, NY. For more information: <http://www.signalpatterns.com> and <http://www.signalpatterns.com>. Follow us on Twitter: <http://twitter.com/signalpatterns>

