

**Signal Patterns Announces New Facebook App for Enhancing Social Graphs;
Releases Limited Private Beta Invitations to its Site and Services**

Pioneering social personality assessment application helps users enhance their social graphs by reaching into the long tail of social networks and connecting them to people who are most like them

Pleasantville, NY, June 27, 2008 – Signal Patterns, developers of scientific-based social web applications that characterize and connect people in meaningful ways, released a new Facebook application that accurately surveys and assesses personalities to improve online and real world relationships, and is now available to all Facebook users [here](#). In addition to the newly launched Facebook app, private beta invitations to Signal Patterns' site (www.signalpatterns.com) are available on a limited basis to the first 200 people who sign up [here](#).

SignalPatterns.com offers an extended and more detailed personality assessment, as well as a music preferences survey and other features.

The new *Personality Patterns* Facebook app is a fun and insightful application offering Signal Patterns' in-depth 45-score personality assessment algorithm, which is based on the trait-based "Big Five" theory. It assesses and connects people based on unique personality traits rather than rough "buckets" of personality types. The helpful and introspective social app enables people to learn more about themselves and how they can enhance their online and offline friendships, business associations and other relationships.

"Our technology and surveys are developed by a team of behavioral and computer scientists and are based on years of research and studies, providing tremendous value and insight to people and their relationships," said Ran Zilca, CEO and co-founder of Signal Patterns. "It was critical that we packaged the science behind our technology into a friendly social web app that is simple, viral and fun to use, but also offers personalized results that help people connect to others who are just like them at accuracy levels that were never before possible."

The Signal Patterns personality survey assesses 45 distinct personality traits, each representing not only a label, but also a *degree*, or a score, resulting in an extremely unique and extensive personality profile. The method is inherently different from more traditional type-based personality assessment methods like the Myers-Briggs Type Indicator® (MBTI) that divide the entire population of people into a small number of uniform types. For example, when searching for similar people based on the MBTI,

about 1/16 of all people would be considered “like you” (all people of the same type), whereas a detailed trait-based profile like Signal Patterns’ allows reaching into the long tail of personalities and finding others who are more similar to you than over 99% of the population.

In addition, Signal Patterns provides an audio-based “music personality” survey, where a person’s music preferences are ranked across 14 underlying music attributes (based on Signal Patterns’ proprietary FUSESSM model). Users can see their results at that detailed level, or at a less granular level, in the form of what Signal Pattern calls a badge, which can be deployed on a person’s Facebook profile, blog or web site. The badge is available at Signal Patterns’ hub site and offered with the Facebook app, too.

The new *Personality Patterns* Facebook app enables users to:

- Take the Signal Patterns personality survey
- View results (top 3 traits) via badge
- View personalized results (top 10 traits)
- View all your Facebook friends and see their results
- Compare your results to your friends’ results and other Signal Patterns members
- Discover “people like you” who have similar results as you
- Display your badge on your Facebook profile allowing others to compare to you

About Signal Patterns

Signal Patterns develops social web applications that characterize and connect users to each other based on their interests, personality and preferences. With these scientific-based applications, consumer can discover more about themselves as well as make valuable connections to like-minded individuals, while publishers, advertisers and social networks can increase their own user engagement. Signal Patterns’ patent-pending technology results from a unique combination of in-house behavioral science research and data mining expertise. Founded in 2006, Signal Patterns is based in Pleasantville, NY. For more information: <http://www.signalpatterns.com>

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