

Trade with PURPOSE



THOMSON REUTERS **METASTOCK**

Technical Analysis and Trading

Why do most traders fail?

Hundreds of thousands of people all over the world trade stocks, options, commodities, FOREX, and more. All of these investors hope to be successful, but the fact is, most are not. The reasons for failure in the market are as varied as the traders themselves, but for the great majority it comes down to their approach to trading. When traders allow emotions like greed and fear to play in their decisions, they are bound to fail. Also, relying on hunches, guesses, tips from friends, or even the advice of your broker are likely to lead to disappointment.

Successful traders have several things in common. One, they leave emotions out of their trades. Two, they know that not all trades will be winners. Their goal is to beat the odds and make a majority of winning trades. Three, they have a plan. They manage their funds and never trade more than they should. Finally, many traders use Technical Analysis – the science of trading.

What is Technical Analysis and how can it help your trades?

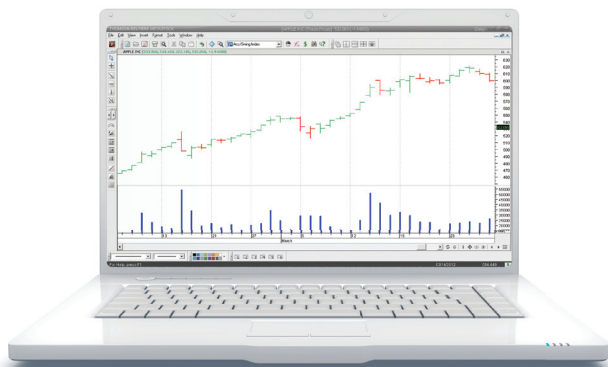
“Technical Analysis” is a complicated-sounding name for a very basic approach to trading. Simply put, it is the study of security prices in order to make better trading decisions. The primary tool of the technical analyst is a chart showing price and volume. By identifying patterns over time, technical analysts are often able to predict the direction of the market, and specific securities.

Of course no one can predict the future, but remember successful trades are about beating the odds and making more winners than losers, and protecting one's profits.

Technical Analysis provides that edge to a great deal of successful traders.

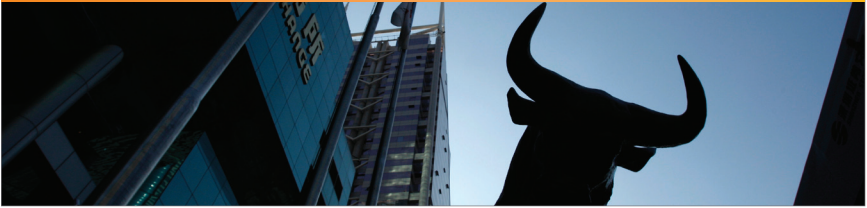
In the pioneering days of technical analysis, charts were painstakingly hand drawn.

Fortunately computers now perform the tedious aspects of charting. To be sure, many charting software programs have come and gone, but MetaStock has set itself apart for over 30 years as the choice of serious traders.



The primary tool of the Technical Analyst is a chart showing price and volume... among other things.

What is Thomson Reuters MetaStock?



Thomson Reuters MetaStock is science for traders

Simply put, Thomson Reuters MetaStock is a tool for traders to analyze the markets on a sector, industry group, and security level. It uses charts and indicators to help you decide when to take and when to exit trades.

No system is perfect, but MetaStock helps you become a more successful trader by improving your odds over all. It also helps take the guess work out of trading by offering a methodical, systematic approach. When you incorporate science and logic into trading, you are less likely to rely on hunches, guesses, fear, or greed.

Thomson Reuters MetaStock is a professional-level tool for traders of all types and abilities

MetaStock is packed with the tools professional traders have come to expect (and some that exceed expectations):

- Analyze stocks, FOREX, futures, ETFs, e-mini, and more
- Scan, sort, and rank 1000's of securities
- Back-test multiple strategies on multiple securities
- Get insights from industry experts
- Use over 200 standard indicators, or design your own
- FREE professional support

Thomson Reuters MetaStock is an award-winning performer



MetaStock
Winner 1993 - 2004
Standalone Analytical
Software
\$200-\$499



MetaStock
Winner 2005 - 2012
Standalone Analytical
Software
\$500 to \$1000



MetaStock Pro
Winner 2006 - 2011
Standalone Analytical
Software
\$1000 and More

Where do you start when you have 1000's of securities to choose from?

The MetaStock Explorer™ lets you scan through 1000's of securities to find a winner

There are thousands of stocks, currencies, options, and futures out there. Moreover, there are hundreds of indicators and systems you might want to use to trade them. How do you even begin to sort through the possibilities? How do you find the winners?

That's where the MetaStock Explorer™ comes in. Now you can use YOUR criteria to scan a universe of securities to find the ones that fit YOUR strategy.

Here are some examples of possible scans:

- Discover which securities have generated a buy or sell signal based on your custom criteria
- Find the securities that have just crossed above their 200-day moving average
- Generate a performance report of all your mutual funds
- Discover the securities which ranked highest by Wilders RSI
- Generate a list of securities that are above their 10-week moving average, with a stochastic of 80 or higher

The list of possible scans is almost endless. Not only does this save countless hours of sorting and sifting, but it allows you to do things you simply could not do otherwise.



Find the securities that fit your trading strategy in moments, not hours or days, with the MetaStock Explorer.

Test and compare BEFORE you spend your first trading dollar

The Enhanced System Tester™ gives you confidence in your strategy

With the exclusive MetaStock Enhanced System Tester™ you can create, backtest, compare, and perfect your strategies before you risk any money in the markets. By analyzing every trade that would have occurred historically, you build confidence in future trades and answer the questions, "If I had traded this security using these trading rules, how much money would I have made or lost?"

Test multiple securities against multiple strategies

The Enhanced System Tester also shows you which securities work well with which systems. Unlike other systems that allow you to test only one strategy on one security, the MetaStock Enhanced System Tester allows you to test multiple securities against multiple strategies. Test one system with one security, many systems with one security, one system with many securities, or many systems with many securities.

Real-world variables mean realistic results

Designed to simulate a realistic trading scenario, the Enhanced System Tester allows you to change and edit variables such as entry, exit, expanded stops, order sizes, commissions and more.

The reports generated by the Enhanced System Tester are comprehensive and presented in an easy-to-read, intuitive format.



Test multiple securities against multiple strategies
with the Enhanced System Tester

Expert advice is right at your finger tips

Get insights from top industry experts with the Expert Advisor™

The MetaStock Expert Advisor gives you the input of industry professionals when and where you need it. Display the industry's most popular systems and charting styles with the click of a mouse. Need more info? Choose the commentary screen for specific information about the security you are charting. For example, you can learn: "What is a MACD and where should the buy and sell signals occur on the chart?" You can even create your own system using the easy-to-learn MetaStock formula language.

Expert Alerts

Alerts keep you in touch with current trading conditions. Use simple price and volume alerts or complex indicator triggers and multiple condition alerts.

Expert Commentary

This window shows you in detail how your expert assesses the chart you are viewing. Is it a buy, sell, or hold situation? If so... Why? You get insight gained through years of research and real-world trading.

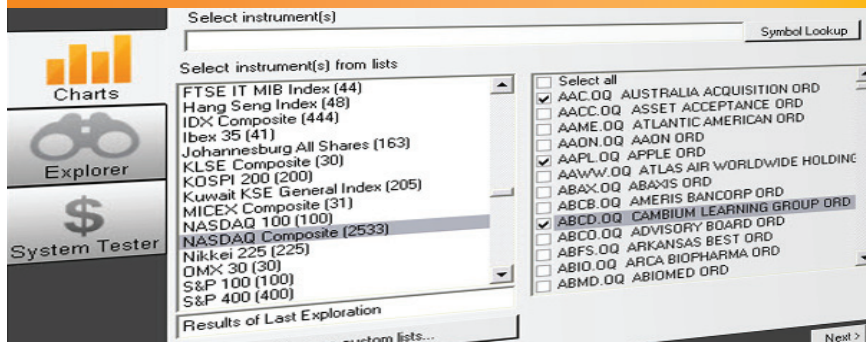
Expert Symbols and Trends

Buy and sell arrows, text, or any other symbols in the MetaStock palette automatically flag special conditions, according to your criteria.



One of the most unique features of MetaStock, the Expert Advisor gives you the insights of the expert who developed the system you are using.

What's new in Thomson Reuters MetaStock 12



MetaStock Power Console

The MetaStock Power Console takes everything that is great about MetaStock and puts it in one convenient spot, waiting for you when you open the application. You can open a chart, start a scan, run a test, review reports, make custom lists, and more... from one convenient dashboard. Want to open a multiple charts with your favorite template all with the click of a mouse? No problem. Want to run a scan on your preferred list of stocks? It's a snap. The MetaStock Power Console answers the question, "How can we take a great analysis tool and make it easier to use?"

More flexible charting

Most charts deal in price and volume, but professionals know there is much more. MetaStock Pro 12 Allows you to adjust the fields to represent ask, bid, block, and VWAP. You are no longer limited to high, open, low, and close.

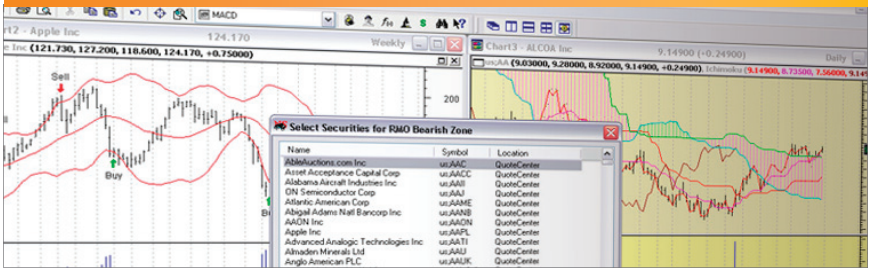
Full-time Data on Demand

Maintaining your local data is always a challenge. With Full-time Data on Demand, you no longer need to worry about whether or not you have the latest possible update. Every time you open a chart, MetaStock loads the latest data for that security automatically. All the latest price and volume information is there, as well as error correction and split information .

Automated Software Updates

It's never been easier to keep the latest, greatest version of MetaStock on your computer. With a simple mouse click, you can download and install the latest version.

Thomson Reuters MetaStock by the numbers



When you get MetaStock, you get a legendary array of customizable charts, indicators, line studies, templates, and more... and that's just the beginning.

- Over 250 built-in trading indicators and systems (and endless customization possibilities)
- The PowerTools: including the Explorer, the Expert Advisor, and the System Tester
- 42 adaptive indicators which use dynamic parameters to provide more responsive and accurate results
- 9 Core Chart Styles (including Bars, Line, Candlesticks, Point & Figure, Kagi, Renko, Three-line break Equivolume and Candlevolume) with an enormous array of line, color, chart, indicator, text, and alert customization possibilities
- Easy-to-learn formula language lets you design your own system
- The revolutionary Rahul Mohindar Oscillator (RMO) all-in-one trading system
- Convenient templates that save you time and effort by applying the same set of indicators and studies to different securities
- Built-in toolbars that let you easily refresh data, change periodicity, rescale the Y axis, zoom in & out, and choose a security to open
- Options for end-of-day and real-time traders
- Name-brand systems such as Bollinger Bands, Turtle Trader, Darvas Box, SPYDER Carpe Diem, Connors RSI, and many many more
- FREE customer support and a library of online resources
- 30-day money-back guarantee for all non-subscription products

Thomson Reuters Eikon for Retail Traders

Available with MetaStock Pro or as a stand-alone platform, Thomson Reuters Eikon for Retail Traders is quite simply the most powerful platform available to the private trader.

This is big. Thomson Reuters Eikon for the Retail Trader is more comprehensive, more intuitive and more collaborative than anything you've ever worked with. So now you can navigate effortlessly from news, to analysis, to action - whenever, wherever you do business.

Thomson Reuters Eikon redefines how you look at the market

We've placed the most comprehensive market information, news, analytics, and fundamentals available in a desktop, and made them as simple to use as the internet.

Your single destination for all the content you need

Now you can find the essential news, data, commentary, and analytics you need – all in one place. Search all content in powerful new ways. Each result delivers related content, anticipating your next step.

Freedom to be completely mobile

Access your desktop at work, at home, or on your mobile device, maintaining all of your preferences and permissions.



Thomson Reuters Eikon for Retail Traders is the biggest thing to hit the personal trading industry ever. You simply can't buy a better retail platform.

THOMSON REUTERS **EIKON** 

Solutions for all traders



THOMSON REUTERS **METASTOCK**

An icon in the trading industry, MetaStock is perfect for the end-of-day trader. It's packed with most of the features of our more advanced products. Use it to trade stocks, futures, and more.



THOMSON REUTERS **METASTOCK** **PRO**

Now powered by Thomson Reuters Eikon for Retail Traders, MetaStock Pro is the flagship of the MetaStock lineup and the industry standard among real-time private traders. You simply can't buy a more powerful retail trading software package for stocks, FOREX, futures, and more.



Take MetaStock to the next-level with our extensive library add-ons

Thomson Reuters MetaStock Add-Ons are authored by some of the industry's most respected experts

When you produce the industry standard in technical analysis charting, industry experts are bound to notice. They recognize that MetaStock is the best platform to execute their trading strategies, and distribute those strategies to others. That's why trading icons such as John Bollinger, Steve Nison, Dr. Alexander Elder, Price Headley, Rahul Mohindar, and many others have produced add-on products for MetaStock.

Add-ons (developed and supported by Thomson Reuters as well as third party companies) give you an opportunity to add even more power and customizability to MetaStock. They offer you more systems and strategies specifically designed for MetaStock and technical analysis traders.

The library of add-ons is ever growing. The following are just a few of the most popular:

John Murphy's Chart Pattern Recognition –identify the most profitable chart patterns in seconds by searching only for those with the strongest patterns.

John Bollinger's Bollinger Band System –achieve the real power of the legendary Bollinger Band analysis with laser focused trading insights.

Steve Nison's CandleSticks Unleashed –find the strongest securities to buy and sell based on 8 candlestick patterns.

John Slauson's ICE – create your own trading systems with no formula writing and no programming.

Price Headley's Big Trends Toolkit – define low-risk entry and exit points and spot price accelerations to catch big trends in the market.

Trade Oracle – get results with this collection of 90 proven systems rolled into one.

For a complete list of add-ons visit www.metastock.com.



What are people saying?

"MetaStock remains the only charting software I use or recommend. Its extraordinary graphics, functionality, and ease of customization make it the professional tool it is. For me, trading without MetaStock would be like riding one of my motorcycles blindfolded."

Dr Stephen Cooper
Founder, Onlineoption.com

"As a professional trader, I am always looking for an advantage. MetaStock gives me that advantage. It's like having a 24-hour trading partner working just for me."

Robert Deel
Author, Trading Strategist and
CEO of Tradingschool.com

"I'm a stay-at-home mom... really. My trading takes up very little of my time now that I'm using MetaStock software. This gives me much more time with my three kids – a definite bonus."

Linda Hardin
Customer

"It's the most intelligent piece of software I have ever used."

Dr. Treiber
Customer

"I have dealt with thousands of companies in my life and I can count on one hand how many of them give the high quality service that Equis does. Every time I order something or have a concern or question, I am dealt with quickly AND efficiently. I wish all companies I deal with were just like you."

William Henry Jones
Customer



Free Customer Support and Resources



Our customer support isn't just FREE... it's exceptional

We've all had a bad customer support experience. A primary reason for MetaStock's success is we value our clients... and we work to prove it. In fact, on-going surveys reveal that 98% of our customers rate our support team as "exceptional." How do we do it? Simple. We employ professionals who work right here in our office... and who tend to stick around for years, not months.

You can reach our support professionals during extended hours via phone, email, or chat. We typically answer calls within 2 minutes and follow up where necessary to make sure our response is satisfactory.

Become part of a trading community

When you purchase MetaStock, you become part of a trading community. We have online forums, live online webinars, and recorded educational videos... all free. We also have online support to help with formula writing. And if you want to take it to the next level, we even have optional live online training provided by a certified training partner.

Bottom-line, you're never alone with MetaStock. You're part of an international community made up of 1000's of satisfied customers.



Connect with us on YOUR terms



History of Thomson Reuters MetaStock

History of Thomson Reuters MetaStock

MetaStock was developed over 30 years ago by Steve Achelis, the founder and president of Equis International. Equis International was purchased by Reuters in 1996 because they recognized the small company's expertise in trading software development and distribution. Since that time, MetaStock began using Reuters financial data as its primary data feed.

In 2008, Reuters Group PLC and Thomson Corporation merged to form Thomson Reuters. Thomson Reuters is the world's leading provider of intelligent information for businesses and professionals. With over 50,000 employees in over 93 countries, Thomson Reuters has been in business in one form or another since 1799.

Though part of Thomson Reuters, a large global company, MetaStock is a relatively small, lean division that focuses on just one thing – providing the best charting software and data for the individual investor.

All of our employees are in the same building, on the same floor. We believe this gives us a more cohesive, responsive team. This is evident in our products and our level of service.



This is neither a solicitation to buy or sell any type of financial instruments, nor intended as investment recommendations. All investment trading involves multiple substantial risks of monetary loss. Don't trade with money you can't afford to lose. Trading is not suitable for everyone. Past performance, whether indicated by actual or hypothetical results or testimonials are no guarantee of future performance or success. NO REPRESENTATION IS BEING MADE THAT ANY ACCOUNT WILL OR IS LIKELY TO ACHIEVE PROFITS OR LOSSES SIMILAR TO THOSE SHOWN. IN FACT, THERE ARE FREQUENTLY SHARP DIFFERENCES BETWEEN HYPOTHETICAL PERFORMANCE RESULTS OR TESTIMONIALS AND THE ACTUAL RESULTS SUBSEQUENTLY ACHIEVED BY ANY PARTICULAR TRADING PROGRAM. Furthermore, all internal and external computer and software systems are not fail-safe. Have contingency plans in place for such occasions. Thomson Reuters assumes no responsibility for errors, inaccuracies, or omissions in these materials, nor shall it be liable for any special, indirect, incidental, or consequential damages, including without limitation losses, lost revenue, or lost profits, that may result from reliance upon the information presented. © Thomson Reuters 2012. All rights reserved. Republication or redistribution of Thomson Reuters content, including by framing or similar means, is prohibited without the prior written consent of Thomson Reuters. 'Thomson Reuters' and the Thomson Reuters logo are registered trademarks and trademarks of Thomson Reuters and its affiliated companies. 48002057.

How much does MetaStock cost?

There are a variety of MetaStock options to fit any budget. You have the option of buying MetaStock outright, then subscribing to the data or subscribing to MetaStock plus data on a monthly or annual basis. The following is not comprehensive and is subject to change. For our latest and most complete pricing list, visit MetaStock.com or call a sales professional at 800-775-9341.

Charting and Analysis Software

	One-Time Purchase	Software Subscription
MetaStock	\$499	\$59/month \$565/year (includes one region of Reuters DataLink end-of-day data. Additional regions available)
MetaStock Pro	\$1395	\$100/month (software only)

Data and News

Reuters Data Link End-Of-Day Data (for N. America Stocks & Mutual Funds. Other regions and futures available)	\$24.95/month \$240/year
Thomson Reuters Eikon for Retail Traders (FX Package) (Data is delayed unless exchange fees are paid)	\$99/month \$950/year
Thomson Reuters Eikon for Retail Traders (for N. and S. America. includes stocks, futures, and FOREX. Other regions available. Exchange fees additional. Data is delayed unless exchange fees are paid)	\$150/month \$1440/year



Our Guarantee

We offer a 30-day money-back guarantee on all non-subscription products we sell. Shipping and handling fees are non-refundable.

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