SFB Adaptive Modelling

Marketing

Market Segmentation
and
Product Positioning

WU Wien

Production

Artificial Factory
Organizational Behaviour

Uni Wien
WU Wien

Finance

Investment
Artificial Financial Markets

Uni Wien
WU WIen

Statistical Methodology and Neurocomputing

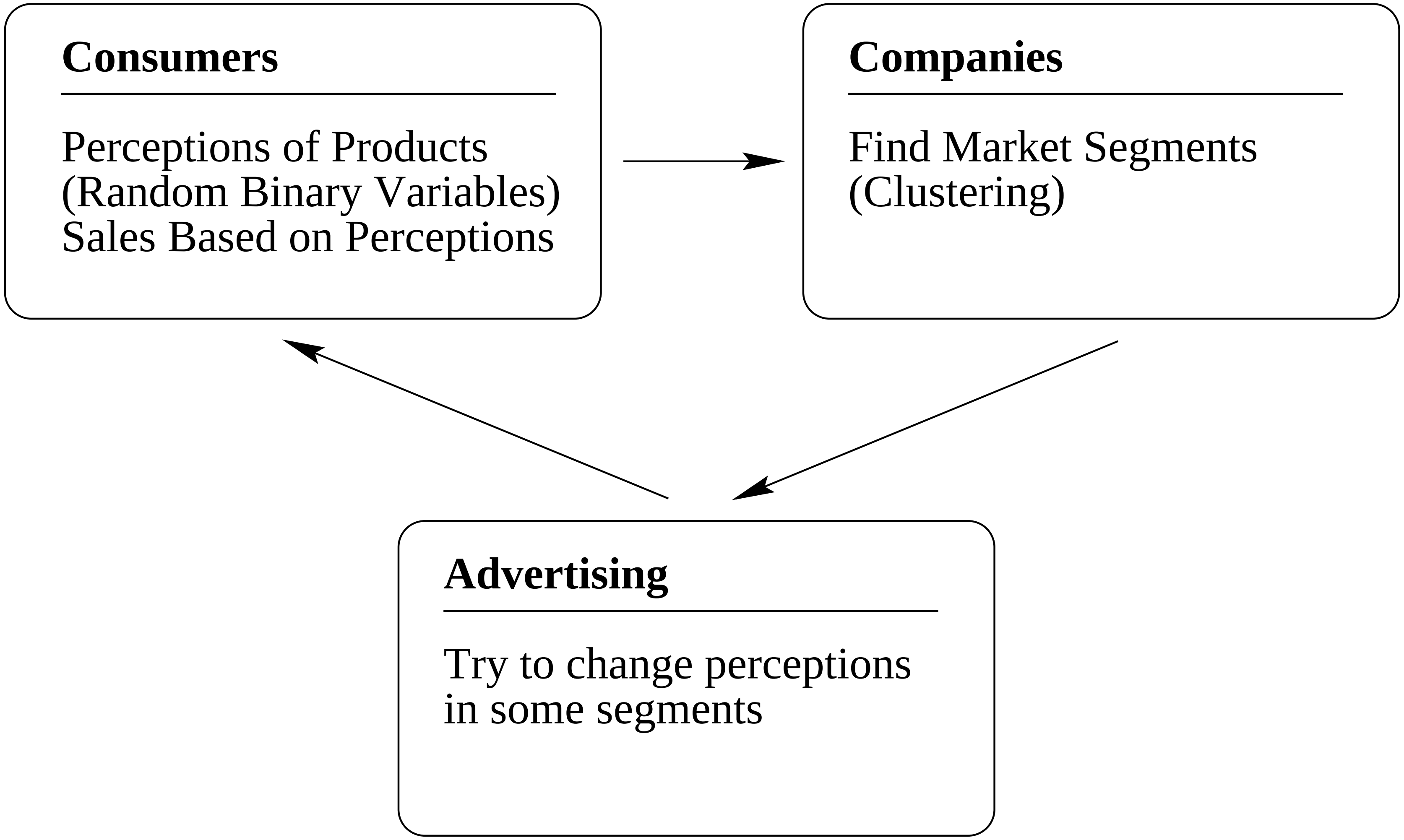
Computational Intelligence

TU Wien
Uni Wien

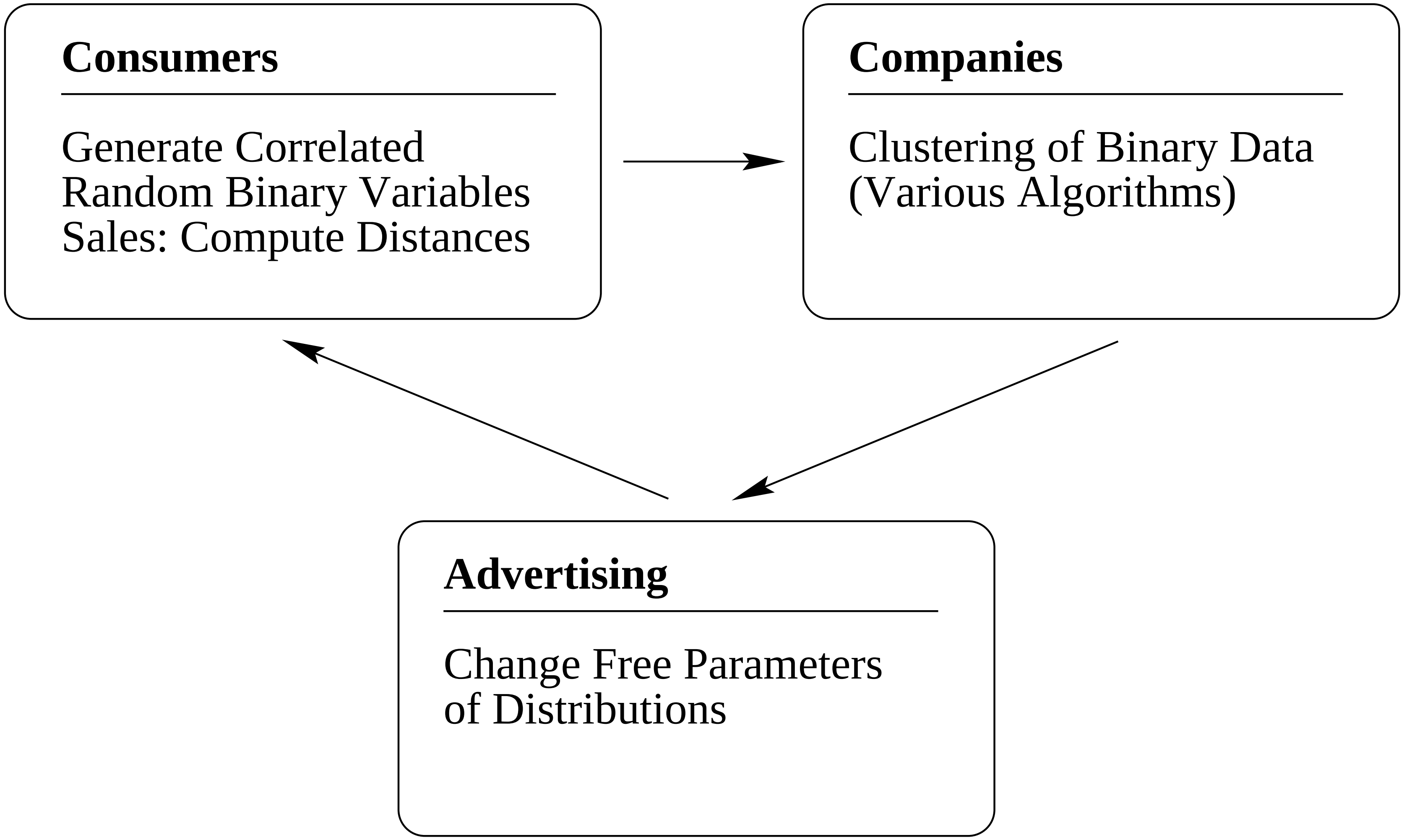
Statistical Modelling

TU Wien
WU Wien

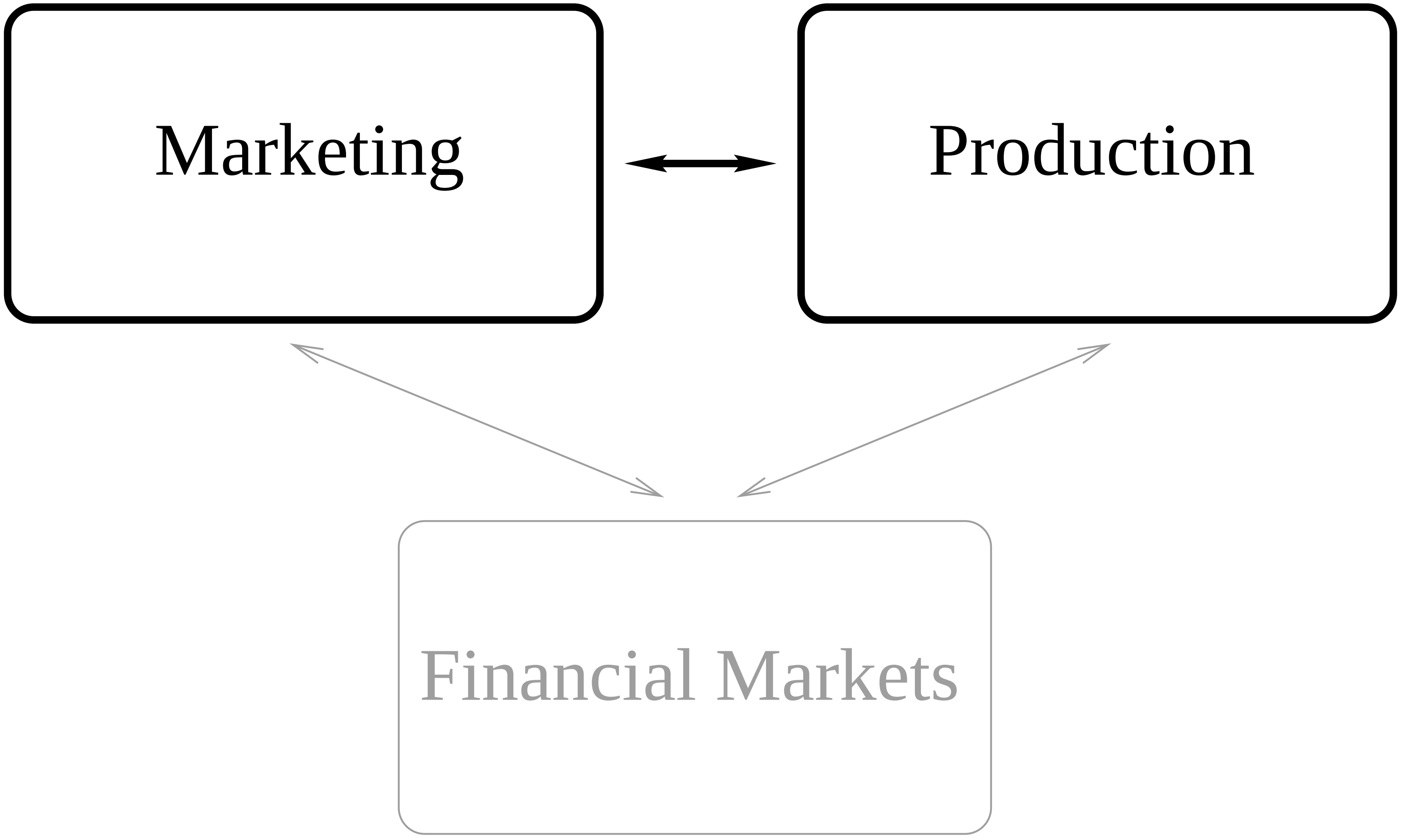
Marketing Simulation



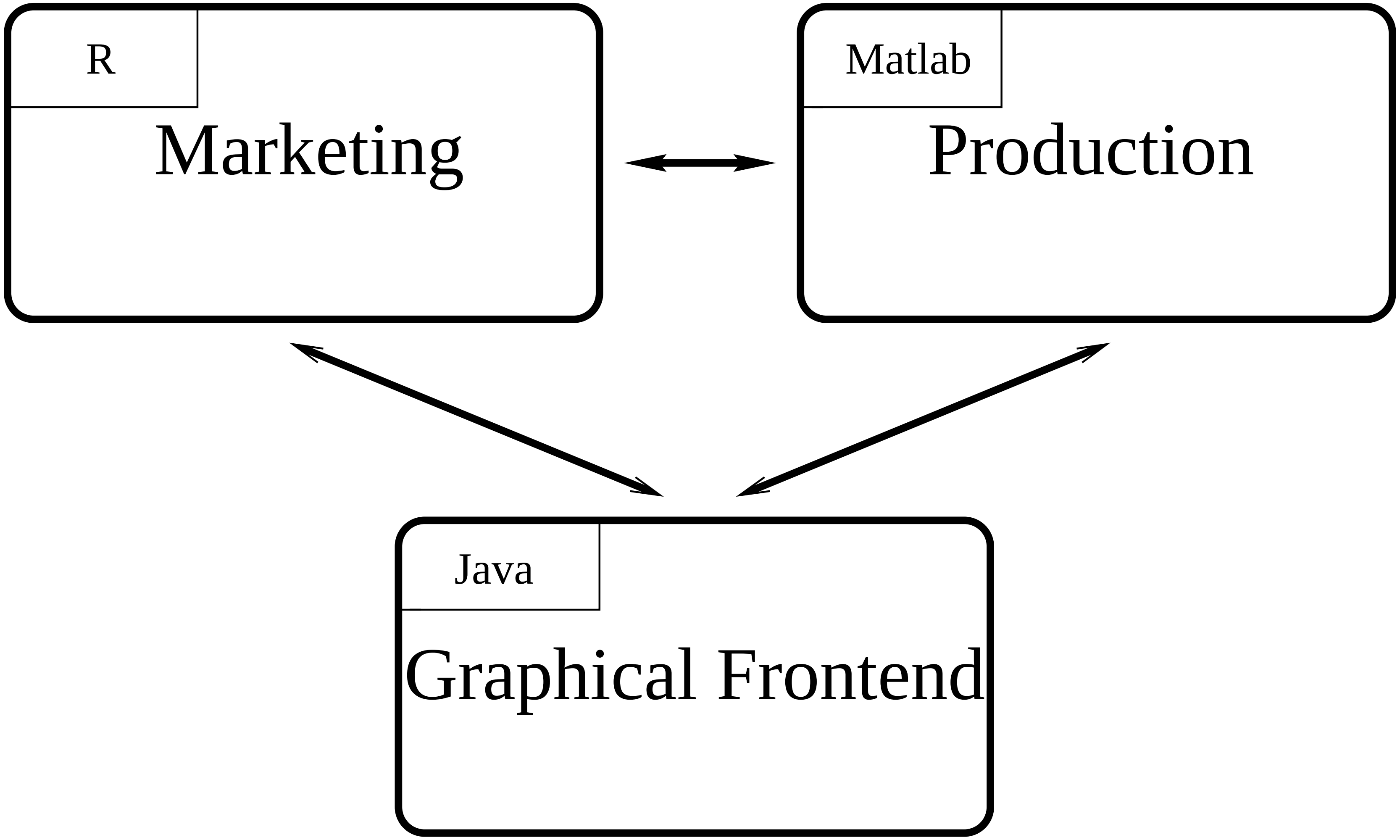
Marketing Simulation seen by a Mathematician



Combining the Market Simulation with Other Simulations



Distributing the Market Simulation



Wish List

- Combine modules written by different groups on different platforms with different programs

- Test any algorithm which can be found in the internet

- Efficient way to exchange data, keep data only once in memory (data by reference)

- User interface for "everyone"