

Press Review: The Exchange

(Volume 17, Issue 8)

... eASCTrend helps you manage the trade

Riding the Wave - In Style!

By Richard Stanton, Product Manager, eSignal

As part of my job, as Product Manager of eSignal, I'm frequently called upon to evaluate new software and content providers. Three months ago, I had never heard of eASCTrend nor AbleSys Corp, But now I wouldn't consider trading, nor investing without them.

eASCTrend is a real-time program that assists you in managing trends. So what does this really mean? Well, we have all heard that "buying a stock is easy, it's the selling that's the hard part." I too, after 5 years of very active trading, will admit that I've "lost" more money in the market because I picked poor selling points rather than bad stocks. Hey, I bought 2,000 shares of HGSI at 22, sold them at 26 for a 15% profit (and thought I was a hero) and then watched them go to 220! The list goes on and on. Good trades, but I would have been much better served to have bought HGSI in July of 1999 and gone on vacation for 6 months, checking my acquisition daily on eASCTrend ... then coming home to cash my \$296,000 paycheck (when eASCTrend gave the first weekly sell signal)!



Flexible to accommodate various trading styles

Whether you are a day trader or an investor, eASCTrend Real Time can be a big help every single day.

As an investor, PWER looked like a strong candidate on June 5, 2000. I reached this conclusion because the PWER weekly chart was almost totally positive (all blue) and it signaled a BUY (on the daily chart).

On May 30, 2000, I purchased shares at \$69 on June 5 and am holding them for a 67% gain cover three weeks!

You'll love this program for day trading as well! On June 26, ATSN had a surge during the afternoon rally. At approximately 11:15 PDT, eASCTrend signaled a buy simultaneously on the 2, 6 and 10-minute interval charts (at 26°). It was already in a bullish mode on the 15-minute chart (BUY signal issued at 9:30 PDT). If you bought at 26°, the

Mr. Lee Pang, CEO of AbleSys Corp. likes to explain this using a military analogy. In battle, you need Generals who oversee the whole engagement and issue orders to the soldiers in the field on where to find the enemies. Watching multiple time frames on eASCTrend and receiving alerts in real time, allow you to survey the whole picture and tell you the most opportune times to pull the trigger.

In conclusion, eASCTrend is both powerful and easy to use. It's elegant in its simplicity and therefore I would recommend it to anyone involved in the buying and selling of any financial instrument (stocks, options, futures, mutual funds). You'll need high quality, dependable real-time data from DBC in order to run the program.

For more information, contact DBC sales at 1.800.367-4670 or AbleSys Corp. at 510-265-1883.

stock rose to 30 over 30 minutes. Then it issued a sideways green signal. I would have cashed out then. What does this all mean? It means that the program is managing the trade. If you trust it, it takes much of the emotion out of trading. Remember, fear and greed will kill your trading results.

So what's behind the program?

eASCTrend's proprietary algorithm analyzes the price of an issue with respect to time and determines if the price action constitutes an up (BUY), sideways (HOLD) or down (SELL) trend. It also calculates some very intelligent stops, to which you should always adhere when speculating on the price movement of stocks and futures.

In addition to charting common technical analysis studies, such as stochastics, MACD, %R and RSI; eASCTrend alerts users to BUY and SELL opportunities with its own "Trend Sig" indicator. This could be considered the heart of the program, as it is these BUY and SELL signals that alert you to take action.