

## Cognika Welcomes Dr. Murali Jasti to Advisory Board

BROOKLINE, Mass. -- January 02, 2009

Dr. Murali Jasti a reputed surgeon, inventor and entrepreneur is the latest addition to the advisory Board of Cognika.

Cognika Corp., a provider of platform technology for media agnostic automated analytics announced the appointment of Dr Murali Jasti an accomplished professionals to its Advisory Board. Dr Jasti was a founder of Maxx Orthopedics a global medical device company which makes hip and knee replacement implants which has been acquired by Bhilakia Holdings. Prior to this, he was an Associate Professor in Orthopedic surgery at Harvard Medical School, and a surgeon at Massachusetts General Hospital for 25 years. He published over 130 journal articles and 17 book chapters. He has developed hip and knee implants for several major orthopedic device companies. He also co-invented cross-linked UHMWPE plastic which markedly extends the longevity of joint replacements and which is now used in the majority of the procedures worldwide. As an entrepreneur outside the life sciences domain, Dr Jasti had also founded Elive Communications, which developed CRM and IP telephony software and was acquired by Phoneme, UK.

We are very excited to have a person of Dr. Jasti broad scientific and business experience on our Advisory Board. An out of the box thinker Dr. Jasti will bring a new perspective to our growth strategy.” said Ram Srivastav, CEO and co-founder of Cognika. While the company has witnessed increasing interest from verticals outside the life sciences and health care sector, this area remains a core focus of Cognika. Dr. Jasti’s broad experience in the medical and technology space will be a big asset to us.”

“Cognika has such a broad array of capabilities. I can see the technology embedded as the AI component future medical devices to being the personalized insight generator in the next generation of consumer focused health management application” said Dr. Jasti. “The technology has already seen applications in knowledge management an area it can help revolutionize by taking away all the limitations we have faced in the past like the volume of data; combining numbers, text and images in a single model and the infrastructure required for such systems.”



# Press Release

## About Cognika

Cognika Corporation was founded with a mission to bring leading edge analytics tools that had been developed at MIT to market. This breakthrough technology combines the best of Artificial Intelligence (AI) techniques with unique algorithms that emulate human cognition, and serves as the foundation for the Smart Analytics engine on which Cognika ESP™ is based.

Today, Cognika Corporation has expanded its technology to accommodate structured and unstructured data sources, with a roadmap for adding image and speech analytics in the near future. The company's current work includes novel solutions for automated analysis, design and optimization solutions, business intelligence, knowledge management, and anticipatory search for leading organizations in information-intensive industries such as life sciences, healthcare, manufacturing and process industry, defense, homeland security, telecommunications, and the financial sector.

For more information visit the web site at [www.cognika.com](http://www.cognika.com) or send e-mail to [info@cognika.com](mailto:info@cognika.com).