

**Media Contact:**

Greg Bortkiewicz  
Landis Communications  
(415) 359-2306  
[redzone@landispr.com](mailto:redzone@landispr.com)  
[www.landispr.com](http://www.landispr.com)



## **Helios and Matheson Analytics and Zone Technologies Complete Beta Testing for the Integration of Artificial Intelligence (AI) with the RedZone Map App**

**MIAMI and NEW YORK** (Feb. 1, 2017) – [Helios and Matheson Analytics Inc.](#) (NASDAQ: HMNY) and its wholly-owned subsidiary, Zone Technologies, Inc. (“Zone”), today announced the completion of beta testing of Zone’s proprietary artificial intelligence (AI) technology. Zone plans to include this AI technology in its RedZone Map app, providing features designed to analyze recent crime patterns and predict criminal activity.

Zone expects this technology – along with the inclusion of more than one million recent crime reports sourced through the app’s social listening platform – to transfer RedZone Map’s power and usefulness. By using predictive analytics and providing RedZone Map with the potential to learn and relay important safety information to its users, this new feature will enable RedZone Map users to make smarter personal safety decisions.

The AI integration is led by Dr. E.G. Rajan, chair and founding member of HMNY and Zone’s Science & Technology Development Board, who has researched AI and machine learning for more than 30 years. Though Dr. Rajan employs multiple, complicated formulas and algorithms to build this technology for Zone, the final product will give RedZone users an easy and seamless way to gain predictive knowledge of the safety conditions around a particular location or travel route. The information will be presented in a navigation map format.

“Dr. Rajan’s groundbreaking AI technology will allow us to deliver a wider range of crime data than before, including a crime forecasting feature,” said Ted Farnsworth, CEO of HMNY and founder of Zone, the creator of RedZone Map. “We expect this new AI technology to help move RedZone Map into the forefront of the crime data sector, benefiting our app users and law enforcement alike.”

This proprietary predictive analytics technology is the first of its kind in the in the crime-mapping sector. It will enable RedZone Map to sense, comprehend and then inform users about possible safety concerns it finds. RedZone Map will be able to process, think, learn and present important safety information in real time, giving users the ability to make better choices regarding where to shop, bank, eat, reside or travel. The app also serves as an important resource for people to gain enhanced awareness of the safety conditions surrounding them and organize to improve safety in their communities.

“Computer learning presents significant opportunities and Dr. Rajan is on the leading edge of something very powerful, innovative and useful,” said Pat Krishnan, HMNY’s chief innovation officer. “The incorporation of artificial intelligence into RedZone Map will transform the app’s data set into the ultimate geo-mapping crime program. This will be a game-changing moment for RedZone Map.”

### **About Helios and Matheson**

Helios and Matheson Analytics Inc. (NASDAQ: HMNY) provides information technology consulting, training services, software products and an enhanced suite of services of predictive analytics. With its client roster including Fortune 500 corporations, HMNY focuses mainly on the BFSI and Technology verticals. HMNY’s solutions cover the entire spectrum of IT needs, including applications, data, and infrastructure. HMNY is headquartered in New York, NY and listed on the NASDAQ Capital Market under the symbol HMNY. For more information, visit us [www.hmny.com](http://www.hmny.com).

## **About RedZone Map**

RedZone (Zone Technologies, Inc.) is a state-of-the-art mapping and spatial analysis company with operations in the U.S. and Israel. Its eye-opening safety map app enhances mobile GPS navigation by providing advanced proprietary technology to guide travelers to their destinations while avoiding risky areas deemed “red zones,” due to high groupings of crime data, with safer routes generally 15% longer. More than that, the app incorporates a social media component allowing for real-time “It’s happening now” crime reporting coupled with real time data from over 1,400 local, state, national and global sources. Currently available to [iOS](#) and [Android](#) users. More information is available on the [RedZone Map website](#).

## **Cautionary Statement on Forward-looking Information**

Certain statements in this communication contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 or under Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (collectively, “forward-looking statements”) that may not be based on historical fact, but instead relate to future events, including without limitation statements containing the words “believe”, “may”, “plan”, “will”, “estimate”, “continue”, “anticipate”, “intend”, “expect” and similar expressions. All statements other than statements of historical fact included in this communication are forward-looking statements.

Such forward-looking statements are based on a number of assumptions. Although HMNY’s management believes that the assumptions made and expectations represented by such statements are reasonable, there can be no assurance that a forward-looking statement contained herein will prove to be accurate. Actual results and developments may differ materially from those expressed or implied by the forward-looking statements contained herein and even if such actual results and developments are realized or substantially realized, there can be no assurance that they will have the expected consequences or effects. Risk factors and other material information concerning HMNY are described in its Annual Report on Form 10-K, as amended, for the fiscal year ended December 31, 2015, its registration statement on Form S-3 declared effective on January 13, 2017 and other filings, including subsequent current and periodic reports and registration statements, filed with the U.S. Securities and Exchange Commission. You are cautioned to review such reports and other filings at [www.sec.gov](#).

Given these risks, uncertainties and factors, you are cautioned not to place undue reliance on such forward-looking statements and information, which are qualified in their entirety by this cautionary statement. All forward-looking statements and information made herein are based on HMNY’s current expectations and HMNY does not undertake an obligation to revise or update such forward-looking statements and information to reflect subsequent events or circumstances, except as required by law.

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