# Trade with PURPOSE



# **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 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

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 MetaStock?

#### MetaStock is science for traders

Simply put, 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.

#### 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 thousands of securities
- Back-test multiple strategies on multiple securities
- Get insights from industry experts
- Use patented technology to view probable price direction
- View the data important to you, then just double click on a security if you want to see a chart
- Options traders can view Puts/Calls with Net Change, % Change, Bid, Ask, Implied Volatility, Close, Open Interest, and Volume
- Use over 200 standard indicators, or design your own
- FREE white-glove professional support

#### MetaStock is an award-winning performer



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



MetaStock Winner 2005 - 2020 Standalone Analytical Software \$500 to \$1000



MetaStock Pro Winner 2006 - 2019 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

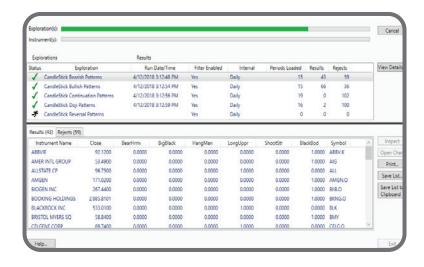
There are thousands of stocks, currencies, options, and futures out there. Moreover, there are hundreds of indicators and systems you might want to use to trade them. How do you even begin to sort through the possibilities? How do you find the winners?

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.



# Test and compare BEFORE you spend your first trading dollar

#### The MetaStock System Tester gives you confidence in your strategy

With the exclusive MetaStock Enhanced System Tester<sup>tm</sup> you can create, backtest, compare, and perfect your strategies before you risk any money in the markets. By analyzing every trade that would have occured 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?"

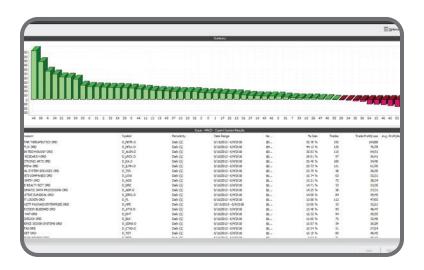
#### Test multiple securities against multiple strategies

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, stops, commissions and more.

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



# 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**

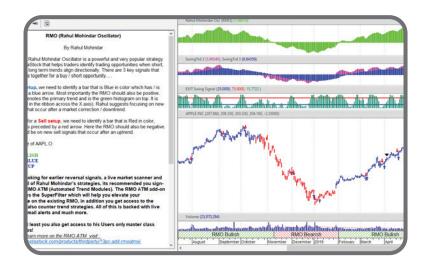
Alerts keep you in touch with current trading conditions. Use simple price and volume alerts or complex indicator triggers and multiple condition alerts.

#### **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.



# Where will prices go next? And when?

#### Make more precise profit targets and stops with the MetaStock FORECASTER

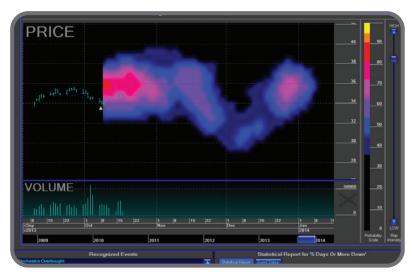
Imagine if you have a tool that could paint a more probable, easy-to-read picture of the future? A picture based on patent-pending technology that uses any of 67 event recognizers. A picture that helps you more precisely set profit targets and stops. That's what you get with the MetaStock Forecaster, the latest PowerTool

The FORECASTER plots a "probability cloud" based on your selection of any of 67 event recognizers. It uses advanced mathematics to examine the price action after these events to determine the probable performance of future events.

You can use the FORECASTER to:

- · Run a detailed analysis projecting the future of a security
- Read a detailed analysis of an event's past performance
- · Get a list of dates on which events had previously occurred
- · See the probable out come of current events
- · Discover which events a security reacts best to
- And more

The FORECASTER offers new ways to analyze trading signals and provides insight to future performance.



# All your securities at your finger tips

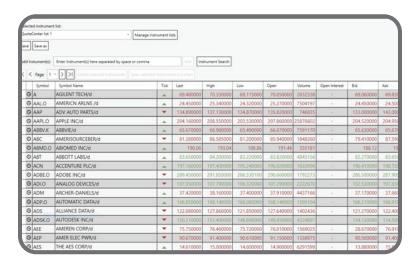
#### QuoteCenter - Gets you what you want, when you want

QuoteCenter is your one-stop spot to see the current status of the securities that you are interested in. You can view your pick list, your positions, your indices... any list you choose. More than that, you can easily build and set up lists using QuoteCenter.

Sort on a variety of criteria to view the data important to you, then just double click on a security if you want to see a chart. It's a fast and easy way to make your workflow more efficient than ever. You can even change the color theme.

MetaStock R/T customers also have the option to view data in real-time. MetaStock D/C customers can work with online data or use your offline data.

- View Symbol, Name, Tick, Last, High, Low, Open, Open Interest, Volume, Net Change, Percent Change, Date (or Time in MetaStock R/T, as well as Bid and Ask)
- · View Online and Local Data
- · Open Charts directly from QuoteCenter with just a click
- Open any list from Power Console (up to 600)
- Select any group of stocks to open in QuoteCenter
- · Create and Manage lists
- · Sort and rank on columns
- 3 available color themes for viewing quotes



# Sortable, customizable options data

#### OptionScope puts all critical info at your fingertips.

The OptionScope option chain display gives you sortable, customizable, color-coded options data – including the greeks.

The OptionScope filter window makes honing in on the data you want to see a breeze. Of course, MetaStock's legendary charts are just a click away, saving you time and effort.

MetaStock D/C customers can view Option Chains for any US Optionable Stock (requires additional options data)

MetaStock R/T customer can view Real-time Option Chains for any global optionable equity\*

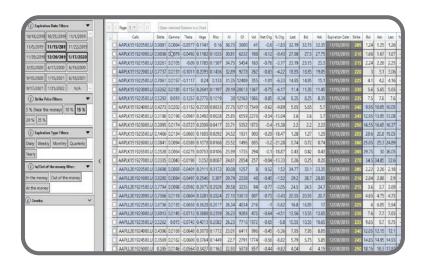
View Puts/Calls with Net Change, % Change, Bid, Ask, Implied Volatility, Close, Open Interest, and Volume

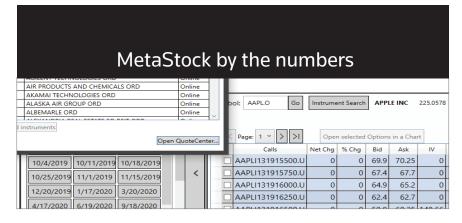
View Greeks: Delta, Gamma, Theta, Vega, and Rho

Sort by Expiration Date, Strike Price, Filters, Expiration Type, In/Out of the Money and Greek Parameters

Filter on Expiration Date, Strike Price, Expiration Type, In/Out of the Money, At the Money, and Greeks.

\*Data is delayed by 20 minutes if the customer has not subscribed to the associated exchange.





# 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, the System Tester, the FORECASTER, QuoteCenter and OptionScope.
- 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 save you time and effort by applying the same set of indicators and studies to different securities
- Built-in toolbars 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, Conners RSI, and many many more
- FREE customer support and a library of online resources
- 30-day money-back guarantee for all non-subscription products

## XENITH Real-Time Market Data and News

Available with MetaStock R/T or as a stand-alone platform, XENITH is quite simply the most powerful platform available to the private trader.

XENITH is your go-to source for critical market news and analysis. It's tailored to your workflow and features very smart search tools that provide instant access to high-value content.

#### XENITH redefines how you look at the market

The Flex Sheet module allows you to effortlessly create detailed custom views of the market. You can choose from pre-filled Flex sheets base on your interests, or design your layout from scratch. Just drag and drop the objects into position, incorporating real-time market data, quote lists, news and charts into your sheet.

#### Find what you need, when you need it

One of the most innovative features in XENITH is the advanced search. You can locate the right content in seconds and get results that are structured and relevant.



XENITH Real-Time Market Data and News is the biggest thing to hit the personal trading industry ever. You simply can't buy a better retail platform.

# Solutions for all traders



# MetaStock D/C

An icon in the trading industry, MetaStock Daily Charts 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.



# **MetaStock R/T**

Powered by XENITH, MetaStock Real Time 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 of add-ons

#### 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 MetaStock 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:

**Steve Bigalow's Candle Profit System 2.0 -** exclusive to MetaStock, Steve Bigalow's Candle Profit System 2.0 is the only Add-on that lets you easily identify Steve Bigalow's unique candle patterns.

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

**Fulgent Chart Pattern Engine** –based on 17 years of pattern research Chart Pattern Engine delivers a truly amazing tool for traders and investors.

**Ichimoku Master -** Ichimoku Master for MetaStock identifies signals and trades according to the rules of the Ichimoku Trading Method.

**Price Headley's Big Trends Toolkit 2.0** – define low-risk entry and exit points and spot price accelerations to catch big trends in the markets.

**RMO ATM 3.0** – featuring the PowerScreener is the latest trading solution from Rahul Mohindar. This premium suite of methodologies are engineered to help today's trader with automated analysis and trade detection.

**Dr. Elders Enhanced Trading Room** – contains the indicators found in Dr. Alexander Elder's books, "Trading for a Living" and "Come into my Trading Room," which are not already found in the MetaStock.

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 'MetaStock' 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 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 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.

Innovative Market Analysis acquired the MetaStock software line directly from Thomson Reuters in 2013. IMA is responsible for supporting, developing, and programming the software as well as management of MetaStock customer accounts.

Innovative Market Analysis maintains a solid working relationship with Thomson Reuters, using their DataLink and XENITH data feeds to power all versions of MetaStock.



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 contingencyplansin placeforsuchoccasions. MetaStockassumes 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. © MetaStock 2020. All rights reserved. Republication or redistribution of MetaStock content, including by framing or similar means, is prohibited without the prior written consent of MetaStock. 'MetaStock' and the MetaStock logo are registered trademarks and trademarks of MetaStock.

## 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 D/C	\$499	From \$59/month \$565/year (includes one region of Reuters DataLink end-of-day data. Ad- ditional regions available)
MetaStock R/T	\$1395	\$100/month (software only)

#### Data and News

DataLink End-Of-Day Data (for N/S America Stocks & Mutual Funds. Other regions and futures available)	\$27.95/month \$299/year
XENITH (FX Package)	\$99/month \$950/year
XENITH (for N/S America. includes stocks, futures, and FOREX. Other regions available. Exchange fees additional. Data is delayed unless exchange fees are paid)	\$150/month \$1620/year

Prices subject to change



## Our Guarantee

We offer a 30-day money-back guarantee on all non-subscription products we sell.