



eSignal OnDemand

Filling a Gap in the FX Datafeed Market

eSignal has launched a delayed "snapshot" intraday and end of day analysis package with realtime FX (to be added shortly). eSignal OnDemand harnesses the power and resource of the eSignal database for \$34.95 per month, with delayed quotes and charting on hundreds of thousands of symbols including equities, futures and forex. For one "region" only the price falls to \$24.95 per month. Streaming Realtime single contributor FX quotes will cost an extra \$20 /mth, representing eSignal's lowest ever price point for this data.

Global forex, equity and futures instruments are available "on demand" plugging in automatically to eSignal's Advanced Charting Software. At the moment the feed is delayed by at least 20 minutes but, as mentioned above FX single contributor prices only will shortly be available for only \$20 per month extra from single contributors. The full eSignal Premier package will retain exclusivity om eSignals Composite FX feed.

Forex Data

eSignal's rich forex database includes monthly, weekly, daily and intraday data on hundreds of cross rates. Cash EURUSD monthly data (reconstituted) go back as far as 1971 and other major currency pairs back to the 1980's. The eSignal Composite FX feed boasts over 200 contributors via its sister company, GTIS as well as various brokers and contributor pools such as Hotspot and MB Trading. The package is simply excellent value

for money, and promising early sales indicate that eSignal has clearly identified a significant niche in the datafeed market, bridging as it does the daily and intraday datafeed markets with an affordable alternative and high quality data input.

Advanced Charting

A comprehensive Advanced Charting package is included with eSignal OnDemand featuring over various line tools and a full set of



eSignal onDemand Monthly chart of the GBPEUR with Linear Regression, MACD, ROC, Cursor Window, and Trendline.

of over 25 standard indicators. These include various Moving Averages, Stochastics, MACD, DMI, ROC, RSI, OBV, Money Flow, ATR, Parabolic SAR, Accumulation/Distribution, Linear Regression and Donchian Channels.

A Bar Replay facility is also available, so that, for example a trader could replay several months of intraday data bar by bar to practice their reactions to past market data with various indicators.

Custom Formula Language

eSignal OnDemand also features access to eSignal's custom formula language for easy back testing of various custom indicators. Free additional custom indicators are available for download written in eSignal Formula Script (EFS) language at eSignalCentral.com. Additionally, EFS files can be locked by the developer to an user or to an expiry date and many companies sell their eSignal indicators commercially. However eSignal's online "premium" EFS studies (enabled by subscription by eSignal) are not currently available with eSignal OnDemand package, though this is planned for the future according to the company.

Data Export

The versatility of the package has been enhanced by easy data export. Any chart underlying data can easily be exported to CSV or HTML format for use in other applications. This makes it possible to easily assemble and export data on tens of thousands of possible instruments on everything from a monthly format down to a one minute chart.

For example, should you require the last three months of 21 minute data on ZARJPY this can be brought up in seconds and exported to CSV format for

Bar	Date	Time	Open	High	Low	Close
393	12/15/08	17:30	1.3668	1.3677	1.3663	1.366
392	12/15/08	17:09	1.3660	1.3679	1.3654	1.366
391	12/15/08	16:48	1.3689	1.3692	1.3650	1.366
390	12/15/08	16:27	1.3678	1.3703	1.3671	1.366
389	12/15/08	16:06	1.3602	1.3683	1.3598	1.366
388	12/15/08	15:45	1.3586	1.3608	1.3583	1.360
387	12/15/08	15:24	1.3564	1.3601	1.3552	1.358

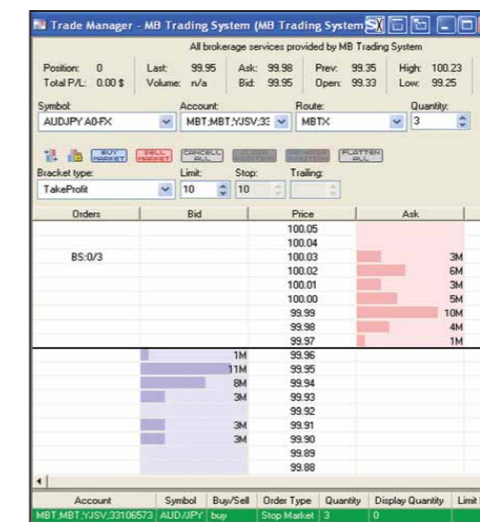
21 EURUSD minute chart export window in eSignal OnDemand

integration into Excel and onward into other applications.

Built in DOM Trading Interface

A comprehensive Order Entry System, called TradeManager, has been included. This includes a DOM / ladder style order entry system that connects directly to multiple brokers. In certain cases this is the ONLY way of entering trades to these brokers via the DOM. Also, it allows a single order entry system to be used for multiple brokers from one package.

Currently these include FXCM, Gain Capital, Interactive Brokers, MB Trading, OANDA, optionsXpress, TD AMERITRADE AND PFGBest. Hundreds of additional brokers can be accessed via the interface to trading service providers such as



eSignal OnDemand Trade Manager showing DOM/Ladder ticket connection to MB Trading.

Hotspot, Currenex, Trading Technologies and Patsystems. Since most Forex Brokers (including many of those mentioned above) do not provide a DOM order entry system, so loved by traders in futures markets, the eSignal DOM/ladder TradeManager that comes with this product should prove attractive to FX traders. Professional FX traders have long called for ladder style order entry, and with the recent speed and volatility of moves in many currencies this has become even more prevalent. Features available on the eSignal Premier and Premier Plus but NOT available on eSignal OnDemand include Options Quotes and Analysis, News Manager, Multiple Dates of Time and Sales / Time and Quote data, Market Scanner, Advanced GET Scanner, DDE Links, Level II (Market Depth) data, Market Profile, Advanced GET indicators and 3rd Party Application support.

Conclusion

eSignal OnDemand widens the appeal of the eSignal product range, bringing many of its powerful features to down to an easily affordable entry price point. eSignal OnDemand should have a wide ranging appeal from corporate treasurers to position traders to serious analysts and home investors. It also provides an easy upgrade path to the realtime eSignal Premier package.