**Page 1**

**Overview**

**A** Load, score & rank, characterize and optimize - Figure 13  
The Bloodhound AI engine can be trained and tuned to deliver results

**B** Get all the details you need to make the right match   
(extract relevant piece from Table 3 and insert between Heading title and text)   
1 Score and rank  
Compare LR scores for possible matches and their rank   
2 Confidence interval  
See how true matches and random matches line up in the target pedigree  
3 Error rates  
Know your odds of making an incorrect match  
  
**E** Complex Pedigree and networks mapping engine  
1 - Figure 4 Complex relationships

2 - Figure 10 Multi-generations and multiple missing nodes   
3 - Figure 8 Visualize them within a network of related pedigrees

See all the new features link/button

**Page 2**

**Getting Started**

**A** Understanding confidence intervals

Why are they important to forensic kinship analysis? Normaldistribution.PNG

**D** Understanding impact of allele variability and pedigree structures on matching performance (sample scenarios)

Step 1 **-** Figure 1Let’s imagine a simple pedigree structure with 2 genotyped parents and a missing child.  
Step 2 - Figure 2   
Other pedigrees with the same structure and different starting alleles, yield very different confidence intervals…  
Step 3 - Figure 3 (but crop out scenario 2)   
and different error rates  
Step 4- StructuresndDistributions.SVG (panel A only)  
Based on the structure at hand, know the probability of observing a true match  
 **C** Getting the best answer you can get  
- MatchingImprovements.svg (panel A only)  
Bloodhound uses an artificial intelligence powered engine and network analysis for match optimization.

**Page 3**

**What’s New**

**A** What’s new in Bloodhound

**F** Unparalleled innovation

* Objective and quantified   
  Screen\_2.PNG (from landing page)  
  Introducing performance quantitation to forensics
* Fully automated   
  Figure 10  
  Unparalleled flexibility in pedigree analysis
* Network analysis  
  Animated network (see button options)   
  First use of AI and network analysis in forensics
* Learn and solve  
  Figure 12  
  Iterative resolution of structures with multiple missing individuals
* Access anywhere  
  PhoneCapture4.png (from landing page)  
  Mobile access
* Platform versatiliy  
  Find tech platform icons  
  Performance optimized across multiple technology platforms