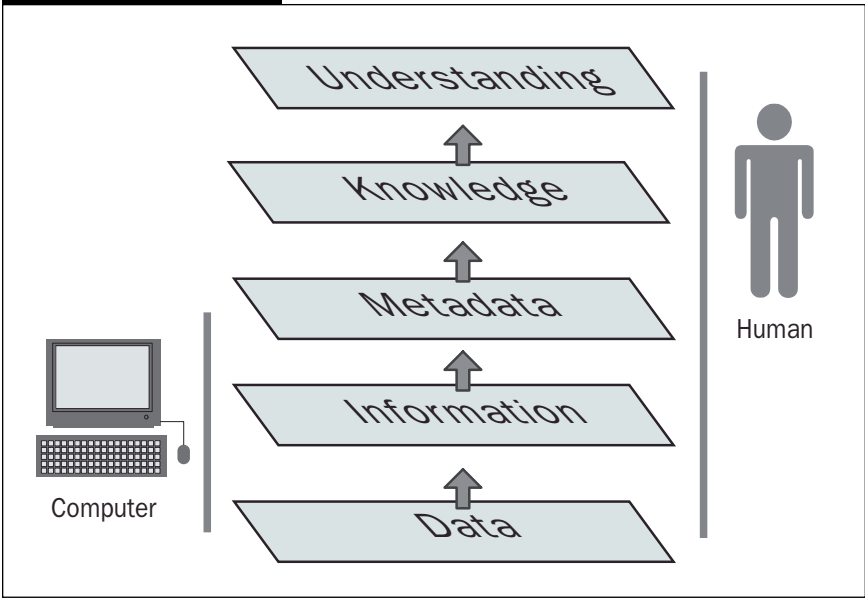


EXHIBIT 1.2

standing at the top. In general, each level up the hierarchy involves greater contextual richness. For example, in medicine, the hierarchy could appear as:

- *Data*. Patient Temperature: 102° F; Pulse: 109 beats per minute; Age: 75.
- *Information*. “Fever” is a temperature greater than 100° F; “tachycardia” is a pulse greater than 100 beats per minute; “elderly” is someone with an age greater than 75.
- *Metadata*. The combination of fever and tachycardia in the elderly can be life threatening.
- *Knowledge*. The patient probably has a serious case of the flu.
- *Instrumental understanding*. The patient should be admitted to the hospital ASAP and treated for the flu.

In this example, data are the individual measurements of temperature, pulse, and patient age, which have no real meaning out of context.