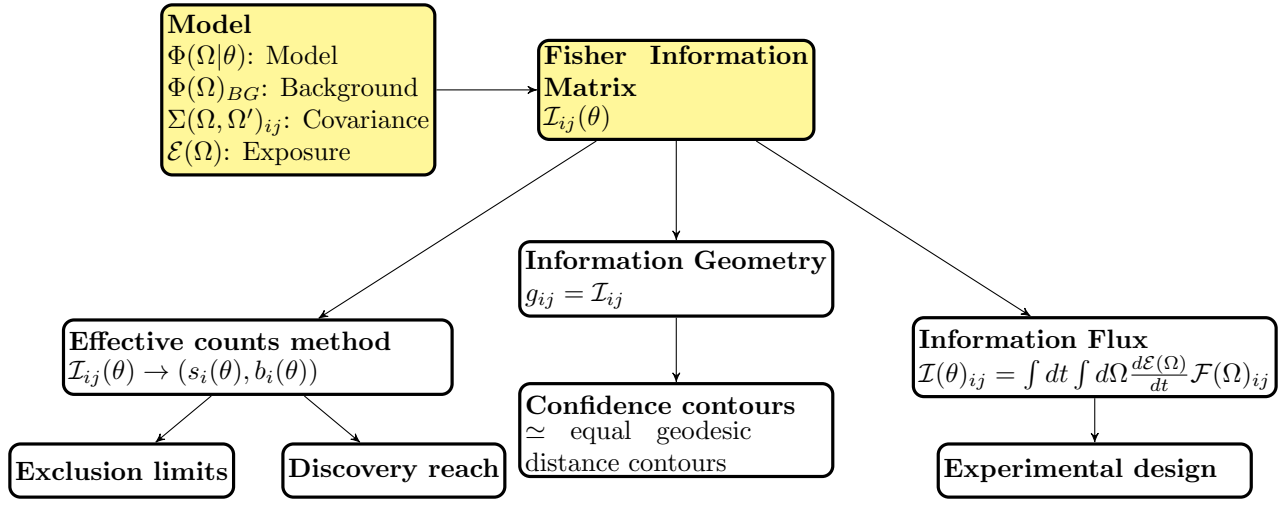
Model
$\Phi(\Omega|\theta)$: Model
$\Phi(\Omega)_{BG}$: Background
$\Sigma(\Omega,\Omega')_{ij}$: Covariance
$\mathcal{E}(\Omega)$: Exposure
Fisher Information Matrix
$\mathcal{I}_{ij}(\theta)$
Information Geometry
$g_{ij} = \mathcal{I}_{ij}$
Effective counts method
$\mathcal{I}_{ij}(\theta) \rightarrow (s_i(\theta), b_i(\theta))$
Confidence contours
$\simeq$ equal geodesic distance contours
Information Flux
$\mathcal{I}(\theta)_{ij} = \int dt \int d\Omega \frac{d\mathcal{E}(\Omega)}{dt} \mathcal{F}(\Omega)_{ij}$
Exclusion limits
Discovery reach
Experimental design