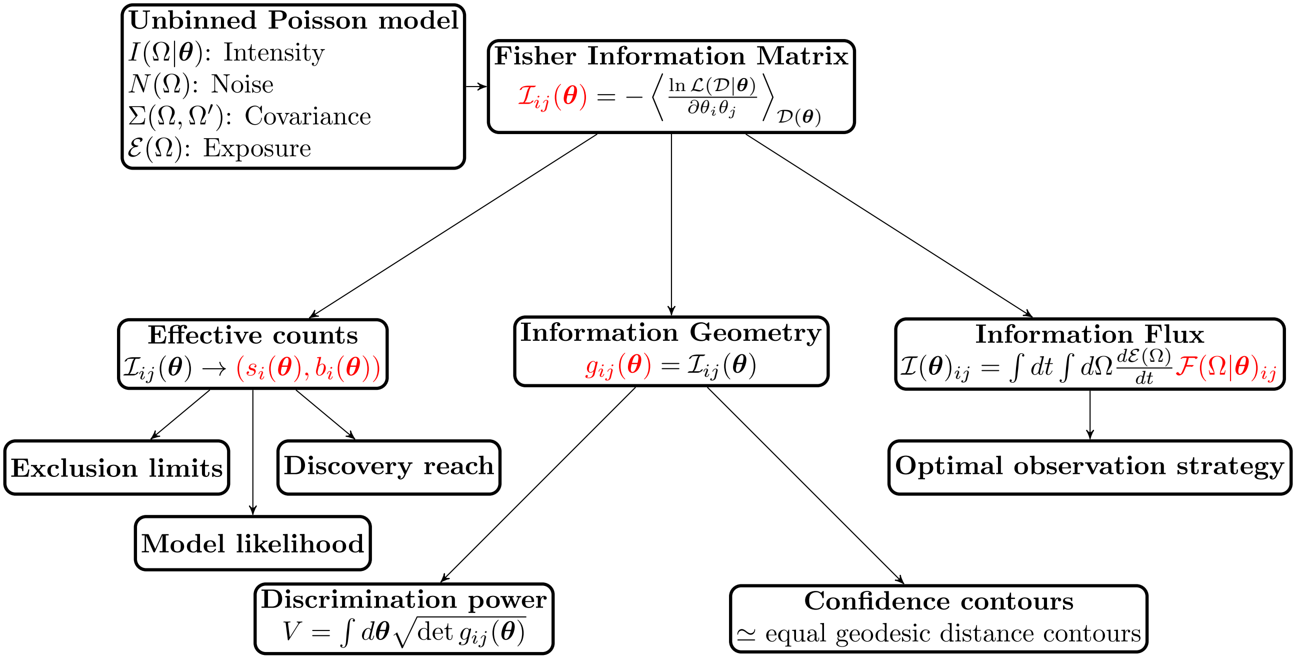

Unbinned Poisson model
$I(\Omega|\boldsymbol{\theta})$: Intensity
$N(\Omega)$: Noise
$\Sigma(\Omega,\Omega')$: Covariance
$\mathcal{E}(\Omega)$: Exposure
Fisher Information Matrix
$\mathcal{I}_{ij}(\boldsymbol{\theta}) = -\left\langle \frac{\ln\mathcal{L}(\mathcal{D}|\boldsymbol{\theta})}{\partial\theta_i\theta_j}\right\rangle_{\mathcal{D}(\boldsymbol{\theta})}$
Effective counts
$\mathcal{I}_{ij}(\boldsymbol{\theta}) \to (s_i(\boldsymbol{\theta}), b_i(\boldsymbol{\theta}))$
Information Geometry
$g_{ij}(\boldsymbol{\theta}) = \mathcal{I}_{ij}(\boldsymbol{\theta})$
Information Flux
$\mathcal{I}(\boldsymbol{\theta})_{ij} = \int dt \int d\Omega \frac{d\mathcal{E}(\Omega)}{dt}\mathcal{F}(\Omega|\boldsymbol{\theta})_{ij}$
Exclusion limits
Discovery reach
Model likelihood
Optimal observation strategy
Discrimination power
$V = \int d\boldsymbol{\theta}\sqrt{\det g_{ij}(\boldsymbol{\theta})}$
Confidence contours
$\simeq$ equal geodesic distance contours