

Model

$\Phi(\Omega|\theta)$: Predicted counts
 $\Phi(\Omega)_{BG}$: Background
 $\Sigma(\Omega, \Omega')$: Covariance
 $\mathcal{E}(\Omega)$: Exposure

Fisher Information Matrix
 $\mathcal{I}_{ij}(\theta)$

Effective counts
 $\mathcal{I}_{ij}(\theta) \rightarrow (s_i(\theta), b_i(\theta))$

Information Geometry
 $g_{ij}(\theta) = \mathcal{I}_{ij}(\theta)$

Information Flux
 $\mathcal{I}(\theta)_{ij} = \int dt \int d\Omega \frac{d\mathcal{E}(\Omega)}{dt} \mathcal{F}(\Omega|\theta)_{ij}$

Exclusion limits

Discovery reach

Experimental design

Model likelihood

Confidence contours
 \simeq equal geodesic distance contours