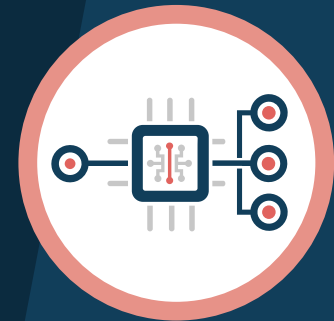


# Technology deep dives

**?** How can I quickly understand a new technology area?

## Cipher can help you.

Get quick access to reports where you can see all the owners within a particular technology space. Discover patterns in terms of geography, age, litigation and cost.

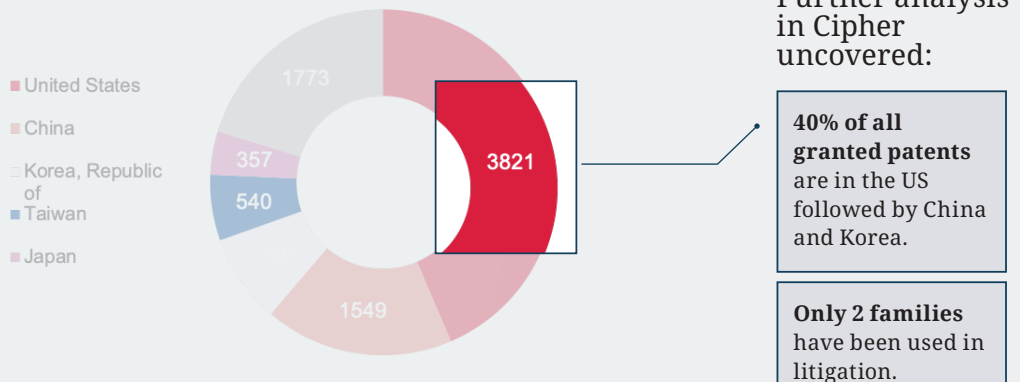


**In this example, a technology company is looking to enter into a new area related to memory technology, specifically Phase Change.**

Given the players involved, the following analysis powered by Cipher enabled them to suggest an acquisition strategy to the business.



Top 10 players for Phase Change Memory Technology - Active Patent Families.



Top 5 countries for Phase Change Memory Technology - Granted Patent Families.

**?** Hear from Seagate on the strategic value of Cipher

With Cipher you are able to **conduct a technology deep dive** so that you can:

- quickly understand the major patenting players in a technology area
- spot fast growing players as well as those reducing their activity
- develop a strategy around entering a new technology space, including identifying any acquisition targets

Cipher enables you to spot **technology trends** so that you can execute your patenting strategy.