KWANG SOO PARK



Context Scenario

1) Returning home from Sunday lunch, Kwang stops into the local deli to pick up a copy of the Sunday NYTimes. While reading the business section, Kwang notices something interesting about Apple. They've released version after version of iPods, with seemingly unending demand and their stock price has yet to peak.

2) After reviewing a few of his favorite stocks, Kwang logs onto his trading account and sets up his Monday morning, pre-market orders. Not wanting to tap into his buying power just yet, Kwang saves his qualified orders and sets triggers for his speculative orders. Okay, time to pay a couple of bills online and then shut down the computer to play with his daughter.

3) Monday morning: 9:35am. It's time Kwang moves on a few of his saved orders. He doesn't quite feel comfortable entering into the AAPL position, so he places the other four in the queue. He checks the order activity area to see if they were placed correctly.

4) Even though Kwang's on margin, he doesn't want to drift below his available cash and run the risk of having his assets liquidated. His current open positions aren't enough of a potential reward to justify such gambling. Kwang opens the transfer money area, looking to move $15,000 from his new, high-interest savings...doh! He hasn't set up that account yet. Luckily, he has the option for instant verification.

5) After confirming his transfer, Kwang begins his research the orders and positions he has in the market. He launches Yahoo! Finance and performs a review of the surrounding industries. Nothing jumps out at him, so he proceeds to set a few alerts based on potential market movement of his orders and current positions, setting delivery to the interface and his SMS enabled cell phone.

6) At 3pm, Kwang pulls up the site to see how his open orders and positions are doing. Two of his buy limits were placed and those positions actually jumped more than 5% in less than a few hours. Kwang runs a comparative quote and finds high trading volume for both stocks. He pulls up the main research page and finds that the two companies are both vying to purchase a competitor, which in turn, has raised both of their stocks. Kwang quickly closes the positions. He knows they both can't succeed and would rather take the gain where he can.

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RAJ PATUL



Context Scenario

1) Monday morning: 9:30am. Raj has his two monitors filled with
Suite applications. His Level I Watchlist consists of his current pos
possible opportunities. His Level II is focused on a speculative sto
volume at a low price) he purchased last week. Raj is looking for t
slightest movement to act upon.

2) At 10:55am, the moment hits. TRZ moves from his 1.12 purcha
1.31 on high-trading volume. Raj doesn't stop to think why; he ju
a 1.31 limit. $.19 may not seem like much, but Raj had bought 50
shares (with a display limit of 2,000 of course); that's almost a $1
one trade.

3) Being the opportunist that he is, Raj can't leave well enough alc
quickly researching the possible reasons for such movement, Raj
that TRZ announced a partnership with a Hollywood production cc
produce all giveaway mugs for the sequel of a popular movie. Wor
street is that the sequel is a flop, so Raj takes another chance and
$1.31 stock 20,000 shares, setting a display limit of 500. This tim
a trigger to sell to cover at $1.20. It's a gamble, but it fits his trad

4) As a margin trader, Raj manages his assets proactively, but he
have the headspace to constantly worry about his buying-power.
using Trade Triggers since it was released on the New Toy platfor
Datek, and is beginning to realize it's potential. As he sets open a
points, his buying power isn't affected until an actual order is plac
simple feature has allowed him to put into play numerous more tr
combinations. At 11:20 am today, Raj has 14 open triggers, and s
are set to fire based on another trigger firing. He's a monster.

5) While Raj reviews his portfolio, he realizes that the Bid of one p
seems to be dropping. Contextual links to Streamer applications a
on each position row, so Raj simply clicks on the application link a
matter of moments, he's reviewing live data. The last price stays w
comfortable range, and without any breaking news from the Strea
feed, Raj goes back to his previous task of reviewing his holdings

6) At 3:30pm, Raj steps out of the house to do some errands. Whi
to the store, he gets a text message, alerting him that one of the
on his Watchlist is hitting an all-time high in volume. Raj's interes
piqued, but until market news comes in to clarify the volume, he i
to act upon it. Wait... there it is. The second alert came in. Raj mo
wireless interface and places his order.