enterpriseMind™ (eMind) Artificial Intelligence to Bring Enterprise In Space to Life

National Space Society project Enterprise In Space partners with ValueSpring™ to create the computer personality of the NSS Enterprise orbiter

Portland, OR, November 11, 2014—Enterprise In Space (EIS), a project of the non-profit National Space Society (NSS), announced today that they have partnered with Value Spring Technology, Inc., a cognitive computing company, to create the public face of the *NSS Enterprise* orbiter, an eight-foot ship that will carry more than 100 student-designed experiments into space and return them to Earth for display.

Like great science fiction, EIS is a celebration of the human spirit and quest for knowledge that is transforming science fiction into science fact. Anyone can support this quest as a virtual crew member by donating through enterpriseinspace.org/donate, and with eMind™ they will be able to interact with the ship just as the crews do in their favorites stories. From the *Starship Enterprise* in Star Trek to HAL in *2001: A Space Odyssey*, ships with artificial intelligence and personality have brought the journey to life for nearly half a century.

Thanks to technologies like Siri, the world is now growing accustomed to communicating with computers by voice in daily life. Through eMind, the *NSS Enterprise*'s computer, currently known as Ali, will take this a step farther by actually conversing with crew members and the students whose experiments it carries. The amazing and revolutionary artificial intelligence that powers Ali learns and understands all kinds of information, from websites to databases, and fuses that information into stories it can talk freely about. Long before the *NSS Enterprise* orbiter is launched, the public will be able to interact with Ali through text on the EIS website at enterpriseinspace.org to learn more about the history of ships named *Enterprise*, space exploration, science education, the EIS project, and more.

The orbiter is still in the design stage, and those with a vision for the form it should take can help shape Ali's appearance by entering the Enterprise In Space design contest. No engineering knowledge is required and the contest is open to anyone with an idea for the design of the ship. More information, requirements, and entry instructions are available at enterpriseinspace.org.

Join with EIS, the National Space Society, and ValueSpring as we bring Ali and the *NSS Enterprise* orbiter to life. Together, we will design, build, orbit, and return this ship filled with student experiments to Earth as a celebration of humankind's wonder and imagination.

About the National Space Society

The National Space Society is an independent, non-profit organization dedicated to the creation of a spacefaring civilization. Founded as the National Space Institute (1974) and L5 Society (1975), which merged to form NSS in 1987, NSS is widely acknowledged as the preeminent citizen's voice on space. NSS has over 50 chapters in the United States and around the world. The society also publishes Ad Astra magazine, an award-winning periodical chronicling the most important developments in space.

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About Value Spring Technology, Inc.
Value Spring Technology, a developer of leading-edge cognitive computing data analytics solutions, solves the key data issues confronting large enterprises today in a way that enables companies and individuals to make better business decisions, more quickly and easily, based on the meaning of the data itself. ValueSpring's eMind uses artificial intelligence, computational linguistics and cognitive processing to integrate all types of data into intelligent information, ensuring cross-enterprise data consistency, and then, utilizing automated processes, transforms that intelligent data into knowledge, which can be queried using natural language. enterpriseMind and ValueSpring are trademarks of Value Spring Technology, Inc.

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