September 2013 Newletter Addendum
More Information about the Merger

We have received some excellent feedback and several questions in response to the newsletter. Some of you may have similar questions so we have written this addendum to the newsletter that helps clarify some of these points.

Fully Maintaining and Developing Two Lines of Software

Some of you asked what the long-range goals are. Won't it be expensive to maintain two lines of software? Will WinStar eventually be "swallowed up" by Kepler and Sirius?

The long-range goal is to fully maintain and develop both lines of software. Each line of software has its own strengths. BlueStar has advantages and disadvantages as compared to WinStar. Similarly, WinStar has advantages and disadvantages as compared to Kepler. Just as a car manufacturer has different models to meet the needs and tastes of different people, there are several lines of software within Matrix Software and there is also one additional line of software from Cosmic Patterns (Sirius is simply a bigger version of Kepler and Kepler is a bigger version of Pegasus).

There are people who love and adore their WinStar software! They do not care about Kepler and Sirius. Similarly, there are people who love and adore their Kepler software and do not care about WinStar. Wonderful! This is why we maintain and develop both lines of software.

Are We Really Developing WinStar and other Matrix programs?

Yes! When the merger of Cosmic Patterns and Matrix Software occurred on July 29, there were 3 software developers of Matrix Software. **Today we have those same 3 software developers doing the same things that they were doing before the merger!** We are fully committed to moving Matrix Software forward and make it the best possible software that it can be. We plan to have each line of software build on its strengths. Even within the Matrix line of software there are competing products, such as BlueStar vs WinsStar vs StarTypes vs the Know Your series of programs. All of these lines of software are important.

Isn't it expensive to maintain all of these lines of software?

It would be more expensive to not maintain and develop them. It is the combined power of all of these lines of software that enables us to have a large enough company to keep improving products. If someone prefers WinStar as their software or if they just want to know how WinStar compares to Kepler, there was no easy way to find out before. The "reviewers" of software very often have their own agenda or just do not really understand the needs of different people. Now we get feedback from our Cosmic Patterns software customers and our Matrix Software customers and we learn what the strengths and weaknesses of each program are, and we can develop the products to meet those needs and help each person find the program that is best for that person's needs and interests.

Tell Me More About Why You Purchased Matrix Software. I read the newsletter but isn't this really about business and making money?

Well, this is a frank and direct question, so I will give a frank and direct answer, and I hope this doesn't sound too "goody goody" or like new age gobbledygook, but it's an honest answer:. We love developing astrology software. It is not just a job for us. It is our passion. It is what we do. We would do it whether it is very profitable or not. We think it is very important work and we feel lucky to work at something that is our passion. We are thrilled when our customers are happy with the software and we struggle to make improvements when they are not happy. A victory for us is software that works beautifully and does what the customer wants. There are no investors or high paid executives in this company. The money that comes in goes back to the 3 software developers and covers the costs of office personnel and office operations. Right now the money coming in is enough to allow these 3 developers to work a certain number of hours a week. If revenue increases, they would like to work more hours and we would do this. If revenue goes up beyond this, we can bring in more developers. The more software development, the faster that improvements and new products come out. Software development is time-consuming and expensive. It's really very simple. All of us, including the users of Matrix Software, are on the same team and we have the same goals. We want the software to be as good as it can be and at as low a price as possible.

What about the problems installing Matrix Software?

Some of you asked about your problems installing the software. Please re-read the newsletter. As explained in the newsletter, this is our #1 priority and what we are focused on right now.

How You Can Help

OK, now I have an idea for YOU! ☺ One of our long-range goals is to better understand how different people use the various lines of software. What is it that you rely on in a program. Perhaps it is a graphic forecast display, the ease of changing wheel styles, or a particular technique or astrological analysis that you use.

Here is the idea: Make a video that explains what you do! You can just stand up or sit down and have someone video you explaining a method or technique that you use and how you use a Matrix Software program to do it. The video can be just a few minutes or up to about a half hour long. You can give your name. If you have a website, mention your website. This is a way for you to educate others on the services or ideas that you use, promote your services, and do the same for us as well. Perhaps most importantly, it can be educational and entertaining for others. The video does not need to be professional quality. It just needs to be informative and helpful to people interested in astrology and astrology software. We will post your video on youtube if you like (you can post it as well) on our youtube channel. If you give a presentation with a projector or have software to capture your screen (like Camtasia or Demo Builder, etc.), you can make a higher quality video. It is up to you. We are going to do more promotion and education about what the different software lines are and you can participate in this as well. It can be a win-win-

win situation. A great thing about youtube videos is that they are free for others. One thing that we like to do is offer some free services and information as well as paid services.

Other Questions and Ideas

Let us know if you have other questions, concerns, and other ideas. We like to be honest and direct. We are not into playing the business game of impressing people with a lot of "fluff" so that they purchase our products. We believe excellent products and service sell themselves and we focus on excellence and the rest follows. The users of the software are the driving force. Our goal is to deliver the software that you want.