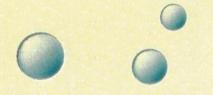




# Centrum voor Wiskunde en Informatica



## Financial Information Brokerage: selling news to customers

### Characteristics:

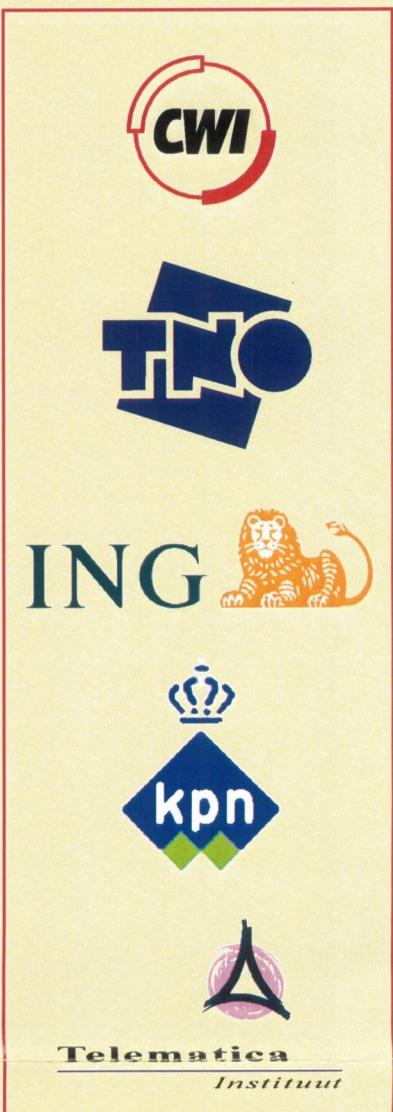
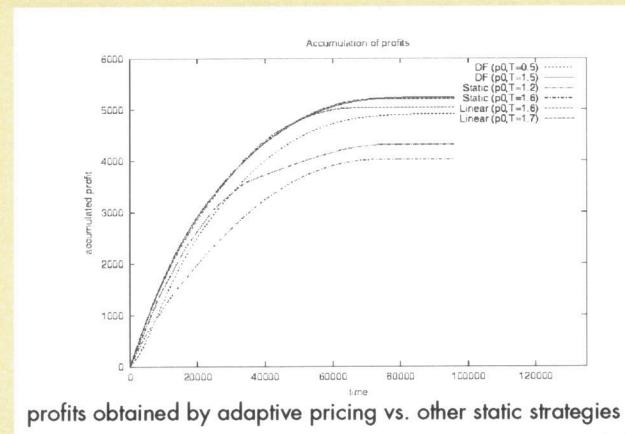
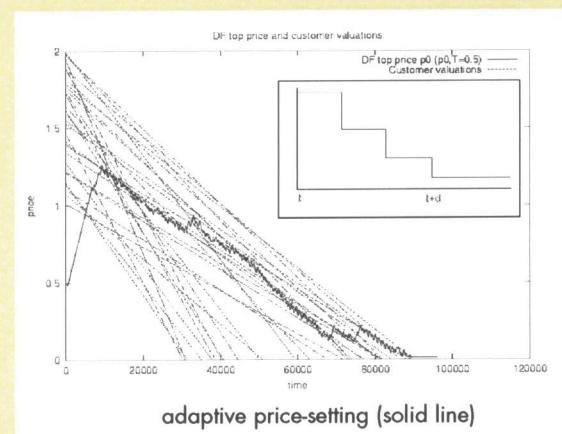
- \* news articles arriving all day
- \* sales and brokering is a continuous, on-line process
- \* price of a news item depends on customers interests
- \* different prices offered at different moments

### Constraints:

- \* every customer must be able to buy an item at any time
- \* all present customers are treated equally

### Dynamic Pricing:

- \* different prices for different delivery delays (quality of service)
- \* dynamic adjustment of prices based on market response



### Implementation:

- \* Software agent system for automated price setting (seller agents) and article procurement and selection (customer agents)

The screenshot shows a Microsoft Internet Explorer window titled "ING Investment Consultant". The main content area displays a table of "Product Interest Profiles" and "Selected Product Information". The "Selected Product Information" table includes columns for header, value, and a "Buy Offer" button. The "Buy Offer" table shows three rows with values 2.00, 1.00, and 0.50.

user interface presented by customer agent