



Livevol Core Provides Active Retail Traders Access to Professional Options-Trading Tools

The New "Light" Version of Livevol Pro Levels the Playing Field for Non-Professional Options Traders Through Sophisticated Tools for Trade Idea Generation and Analysis

The new Livevol Core options research and analysis platform gives individual active traders access to information and tools that previously were only available to professional traders. The web-based platform was announced today by Livevol, Inc.

Livevol Core is based on the proven decision-making processes of professional traders and market makers with long-term trading careers. Core includes many of the features of Livevol Pro, the company's flagship analytics platform that has long been used by institutions, hedge funds, and professional traders.

"I am impressed with the breadth and depth of Livevol Core," said Patrick W. Hejlik, an active trader from Danville, California. "This platform provides everything I need to quickly analyze trading opportunities, and does so in an easy-to-understand format. I can see Core transforming the way I trade."

Livevol Core delivers a wide range of data, calculations, alerts, and visualizations needed to identify successful trades. Major features include intelligent market scans, order-flow information, proprietary implied-volatility calculations, and real-time market statistics.

"We wanted to give active traders an affordable platform that offers real-time scans, analytics and alerts available in Livevol Pro," said Stefen Choy, co-founder and COO of Livevol. "We believe that Core levels the playing field for non-professional traders."

Market Scans

Livevol Core offers more than 80 comprehensive scans that were built by professional options traders and have been used by sophisticated traders for years. Intuitive filters help sort through market noise, enhancing the users' ability to get the information they need to make informed decisions.

Users can scan stocks based on criteria such as earnings, volatility, price, and order flow. Option strategy scans can identify strike-specific and actionable trading opportunities. For example, real-time ranking of covered calls by standstill return across all industries can be done with a keystroke. Furthermore, filtering criteria can be customized using an easy drag-and-drop utility.

Other Important Features

Order Flow and Market Statistics -- Real-time market statistics provide a view into bullishness or bearishness of the market, giving a context for trading decisions. The day's largest option trades are highlighted with additional statistics on each underlying stock including premium traded, net deltas, call/put ratios, average and current option volume, as well as the 52-week price and volatility ranges.

Sector Information -- Order-flow aggregation shows where the option market is getting long or short. Volume and volatility alerts identify the most active issues in each sector. The at-the-money (ATM) covered call grid allows the trader to compare the highest yields across and within sectors.

Alerts -- Users can set price and volatility alerts for stocks. The Livevol 30-day implied volatility measurement is based on a proprietary calculation, which develops the equivalent of the VIX[™] for each individual stock.

Live Skew -- This patent-pending, 3D feature visually compares the relative costs of out-of-the-money (OTM) options across every expiration cycle.

Pricing and Availability

Livevol Core is available as a web-based platform for \$79 per month on a subscription basis. Product information, a demo and a free 30-day trial are available at www.livevol.com/livevol-core.

About Livevol, Inc.

Since 2009, Livevol, Inc., has been the leader in equity- and index-options technology and services. The company provides professional and retail traders with cutting-edge tools, data, and custom analytics services. Livevol offers a spectrum of technology and data solutions including a consolidated feed, real-time programmatic analysis and scanning, historical files and backtesting, real-time decision support, flat files, XML web services, web components, custom development, and consulting.

Headquartered in San Francisco, Livevol has offices in Chicago and New York, and offers direct market access to options and equities traders through a separate but affiliated, broker-dealer, Livevol Securities, Inc., member FINRA/SIPC. More information is available at www.livevol.com.

Note to Editors: Additional screenshots are available at www.livevol.com/livevol-core.

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