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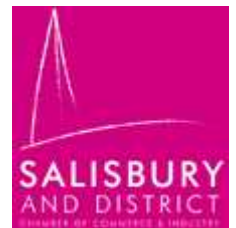


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Introducing the 'ICAT MATRIX'TM <http://icat.a4m.eu/>

Information	Communications	Analogue	Technology
Community	Action	Tools	Interactivity
Attention	Trust	Intention	Commitment
Tenacity	Integrity	Credibility	Authenticity
Information	Communications	Analogue	Technology
Community	Action	Tools	Interactivity
Attention	Trust	Intention	Commitment
Tenacity	Integrity	Credibility	Authenticity

Greater Understanding for the 'ICAT' words used above

I nformation	relevant data		A nalogue	continuous variation	
C ommunity	social grouping		T ools	task helpers	
A ttention	observant care		I nteractivity	reciprocal responses	
T enacity	forceful persistence		C redibility	believable reassurance	
I ntegrity	ethical principles		A uthenticity	genuine representation	
C ommunications	information transmitted		T echnology	scientific methods	
A ction	decisions performed		I ntention	principal purpose	
T rust	confident reliance		C ommitment	something pledged	