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# Alpha Nominees

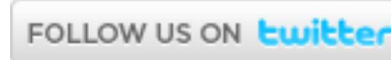


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This page created on 28-Mar-06 and last updated on 12-Aug-2011



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

|                    |                       |                    |                      |
|--------------------|-----------------------|--------------------|----------------------|
| <b>Information</b> | <b>Communications</b> | <b>Analogue</b>    | <b>Technology</b>    |
| <b>Community</b>   | <b>Action</b>         | <b>Tools</b>       | <b>Interactivity</b> |
| <b>Attention</b>   | <b>Trust</b>          | <b>Intention</b>   | <b>Commitment</b>    |
| <b>Tenacity</b>    | <b>Integrity</b>      | <b>Credibility</b> | <b>Authenticity</b>  |

## Greater Understanding for the 'ICAT' words used above

|                       |                         |  |                      |                        |  |
|-----------------------|-------------------------|--|----------------------|------------------------|--|
| <b>Information</b>    | relevant data           |  | <b>Analogue</b>      | continuous variation   |  |
| <b>Community</b>      | social grouping         |  | <b>Tools</b>         | task helpers           |  |
| <b>Attention</b>      | observant care          |  | <b>Interactivity</b> | reciprocal responses   |  |
| <b>Tenacity</b>       | forceful persistence    |  | <b>Credibility</b>   | believable reassurance |  |
| <b>Integrity</b>      | ethical principles      |  | <b>Authenticity</b>  | genuine representation |  |
| <b>Communications</b> | information transmitted |  | <b>Technology</b>    | scientific methods     |  |
| <b>Action</b>         | decisions performed     |  | <b>Intention</b>     | principal purpose      |  |
| <b>Trust</b>          | confident reliance      |  | <b>Commitment</b>    | something pledged      |  |