Datawatch Customers to Reveal Clinical Treatment Potential of Real-Time Visualizations at IBM Insight

University of Montana and UCLA researchers to discuss groundbreaking projects

Chelmsford, Mass.—October 23, 2014—Datawatch Corporation (NASDAQ-CM: DWCH), a leading global provider of visual data discovery solutions, announced today two of its customers will showcase the potential for advanced visual data discovery to facilitate improved clinical diagnosis and treatment at the IBM Insight 2014 conference, taking place October 26-30 in Las Vegas, NV.

In separate sessions at the show, researchers from the University of Montana and the University of California at Los Angeles (UCLA) will present case studies showing how Datawatch's visual data discovery platform can improve brain trauma diagnosis and separate signal from noise on the hospital floor:

- **Tuesday, October 28 from 11:15 – 12:15 p.m.** David Poulsen of University of Montana, Jim Sharpe of Sharpe Engineering, Kimberly Madia of IBM and Dan Potter of Datawatch will present a case study on the University of Montana’s use of Datawatch to visualize and analyze streaming data to research traumatic brain injuries.

- **Tuesday, October 28 from 1:45 – 2:45 p.m.** Paul Vespa of UCLA, Dick Moberg of Moberg Research and Kimberly Madia will discuss UCLA’s predictive alarm system that uses millions of streaming data points that emanate from bedside monitors to help doctors understand, forecast and proactively prevent health risks.

“We are excited to showcase how our visual data discovery platform can be used with real-time data to do groundbreaking research,” said Ben Plummer, chief marketing officer and senior vice president, Strategic Alliances at Datawatch. “Datawatch’s platform, coupled with solutions from great partners like IBM, offers users unparalleled capabilities particularly when it comes to real-time data.”

Also at the show, on Monday, October 27 from 10:15 – 11:15 a.m., Datawatch's Harvey Gross will provide an overview of IBM Datawatch Report Mining Server and how it can be used to transform deployments of IBM Content Manager On-Demand to provide actionable insights from the data locked in archived static reports and documents.

**About Datawatch Corporation**

Datawatch Corporation (NASDAQ-CM: DWCH) provides visual data discovery software that optimizes any data – regardless of its variety, volume, or velocity – delivering next generation analytics to reveal valuable insights for improving business. Its unique ability to integrate structured, unstructured, and semi-structured sources like reports, PDF files and EDI streams with real-time streaming data into visually rich analytic applications allows users to dynamically discover key factors that impact any operational aspect of their business. This ability to perform visual discovery against any data sets Datawatch apart in the big data and visualization markets.
Organizations of every size, worldwide use Datawatch products, including 93 of the Fortune 100. Datawatch is headquartered in Chelmsford, Massachusetts with offices in New York, London, Munich, Stockholm, Singapore, Sydney and Manila, and with partners and customers in more than 100 countries worldwide. See the Whole Story for yourself by downloading the free trial at www.datawatch.com/free-trial.

**Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995**

Any statements contained in this press release that do not describe historical facts may constitute forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Any such statements, including but not limited to those relating to results of operations, contained herein are based on current expectations, but are subject to a number of risks and uncertainties that may cause actual results to differ materially from expectations. The factors that could cause actual future results to differ materially from current expectations include the following: risks associated with the continuing weak global economy; risks associated with fluctuations in quarterly operating results due, among other factors, to the size and timing of large customer orders; risks associated with acquisitions, including the recent acquisition of intellectual property from Math Strategies and the acquisition of Panopticon; the volatility of Datawatch’s stock price; limitations on the effectiveness of internal controls; rapid technological change; Datawatch’s dependence on the introduction of new products and possible delays in those introductions; competition in the software industry generally, and in the markets for next generation analytics in particular; Datawatch’s dependence on its principal products, proprietary software technology and software licensed from third parties; risks associated with international sales and operations; risks associated with indirect distribution channels and co-marketing arrangements, many of which were only recently established; the adequacy of Datawatch’s sales returns reserve; risks associated with a subscription sales model; Datawatch’s dependence on its ability to hire and retain skilled personnel; disruption or failure of Datawatch’s technology systems that may result from a natural disaster, cyber-attack or other catastrophic event; and uncertainty and additional costs that may result from evolving regulation of corporate governance and public disclosure. Further information on factors that could cause actual results to differ from those anticipated is detailed in various publicly-available documents, which include, but are not limited to, filings made by Datawatch from time to time with the Securities and Exchange Commission, including but not limited to, those appearing in the Company’s Annual Report on Form 10-K for the year ended September 30, 2013 and Forms 10-Q for the quarters ended December 31, 2013, March 31, 2014 and June 30, 2014. Any forward-looking statements should be considered in light of those factors.

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