



Did
SANTORO

SURFCAST.COM



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Made in Italy
exclusively for
CAVALLINI & CO.
San Francisco

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SURFCAST.COM

ONID
KLAUS
DIXON
LORI

✓ • Acquired Domain

• Trademark Surfcast.com & Surfcast

• Patent Product

⊙ Design Product/Develop Software

• Establish Entity Delaware LLC

• Establish Shareholder Agreement

⊙ Media Sourcing Arrangement?

should MSI buy into Surfcast

or give KFO, or Surfcast shares

can we do share swap?

Business model helps MSI tremendously

"Network of Networks"

The software (& architecture)
is a "network" because it is
a choice, a programme guide.

It is a "Fulcrum"
A point of "convergence"
for different channels

But, Channels that are 'different'

(multiple
media)

Streams:

Websites

TV Shows

Files

Windows

Excel

Telephone

Videophone

Photo Album

(if one has
a WebTV,
he gets the
channel)

He can go direct
but we
stream it to
him

What is happening at the client?

ScreenSaver or DesktopShortcuts
sits over Windows
(Windows is one of more screens)

Open Computer, Turn On, you see

SurfCast 

You have static - Logos/Buttons
Thumbnails of each
"channel"

You click and it opens/explorer
an app like Windows, or Excel or
it'll dial right to Surfcast
and update all the Tiles
in other words the
head end is rapidly cascading
to that person, it's 36 or 64 channels

One of the Tiles/Thumbnails
could randomly ~~sp~~ change
every 5/10/15 seconds

So the computer does not have
64 live feeds (it could if)
it has a { the PC could }
mux/remux for each "member."
So, every frame/second a
new tile/channel updates
So every channel grabs a
frame from source & updates
once a minute.
Refreshed every minute.

So from the consumers
POV. He "Programs"
His "Wallpaper"
With his 64 Choices,
(easy to program is }
essential }

So He has his life, not
Yahoo's life. (Yahoo can still
be there, but the "portal"
becomes irrelevant or

another "channel" its like
Yahoo is ABC, CBS or NBC.
Yahoo is a place you go
for the content they
"bring" you (their choice
of content)

So the PC/V? user
has his WSTJ, NYT sites, his
Newsedge, Sky Sports, Excel,
WebRadioStation, Telephone,

He's dig led into:

- If internet to Surfcast.com
- if intra/extranet we can put site on
servers

~~Is it a Browser?
in O/S?
Applet/J. Applet?
Desktop/Shortcuts?
& Training Thumbnails
Programme Guide~~

So a client can be either
passive on PC & just
act intra-machine
with on board apps.

(Software client)
This envisions/anticipates
fosters the vision

Whereby the OS is network, i.e.
apps reside at server sites.

So - SurfCast (has Mega Microsoft)
stores all (license?)
people entire database -

So - OS has nothing on PC.
No Windows, Nothing
except SurfCast

(Oracle)

So SurfCast has become the
OS ?!?

Microsoft Win95
Is irrelevant,

So SurfCast is Great Disc Farm
Disc Ranch / Data Ranch

Data Farm

Whereby ~~the~~ Lori opens machine
up comes SurfCast
and the machine "dials" right
to SurfCast.com (TCP/IP, wireless)
SurfCast^{com} "says" "Hello Lori"
~~Cherry~~

Lori requests Word.

~~Lori is working at home~~
The client is working in RAM
the server/Data Farm is the
hard disk or memory.
(@Surfcast)

She finishes the doc & info is
saved
@Surfcast

or apps could be on PC.

but Maybe Lori requests
a website, or the telephone
(videophone)

if ~~or~~ she wanted to "record"
a videocall w/ mom, or client
she could store it on Surfcast
servers

So the Server Architecture
is really doing the work

for SurfCast Ripcart®™

Premiere product/service

The entry level product
which we give away
is a simple

ScreenSaver product
Programmable Wallpaper
but

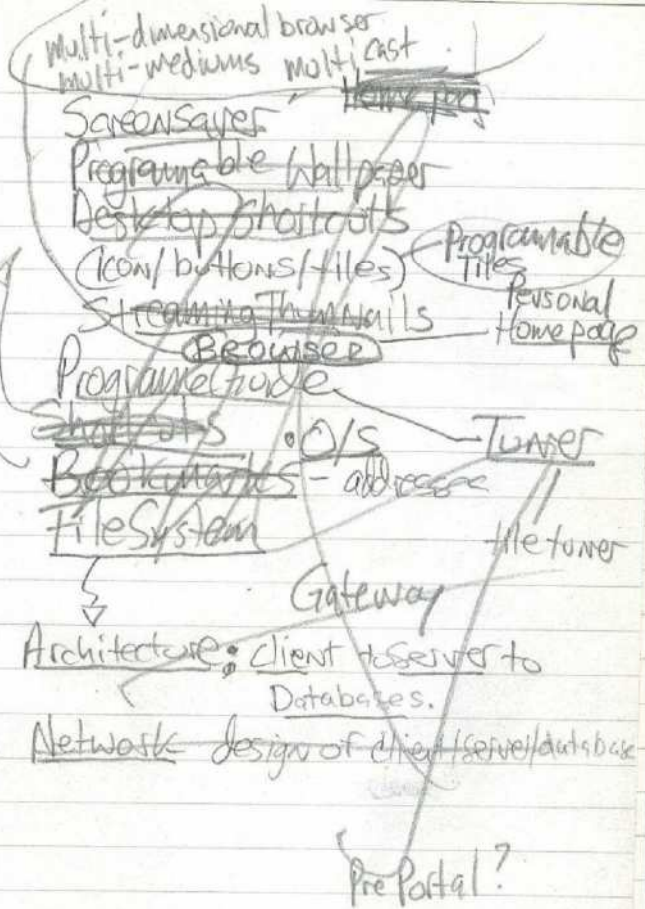
Device Independent

Properties of
Configurable Tiles

That are Streaming Thumbnails
Which are clickable to:

mouse over - Explorable Dropshadow
right click - Audio Active
left click - Refresh image
double click - Navigate

XML



What happens w/ Tiles pointing to TV Channels?

The User has to: (1) Subscribe to Sky Sports
(2) have a PC/ WebTV

Then he (logs) the "address" of Sky Sports
(programs into file)

Now he can either "dial" right to his
Sat-tuner @ home or
dial through us to stream it.

→ (At home w/ direct Sky Sports will not
Stream. Or maybe we can make it?)
→

the software enables user to:
view
programmes/channels

These channels are represented
on the client by (resembling)
a Mosaic grid

This grid covers the entire screen
hence it sits on top of Microsoft
O/S

Win95 becomes a 'channel'

The Mosaic can be 'programmed'
to simply point to web address
(acts like bookmark, but is icon w/ ?
(cached image of website))

Each Tile can be
'programmed' to point to file (word doc)
app (Word, Excel), TV channel.

The Machine (Does? Not?)
have to "boot".

(Ultimate Goal?)

We want to make it so
it's only the hardware
& up comes our client
No Win95, no booting
like when you turn on a phone

So for each user who uses Surfcast
who goes thru us to
the internet/TV/World
we become the Network to
them

Each Tile represents a 'stream'
of info — an 'address'
tuning that address to a
location

2/ Does one have one copy of Netscape open
with 37 websites in cache
or: are there 37 copies of Netscape open
or: does it matter

*①

A person goes to: www.surfcaster.com
they click to download
a software applet (?) / Plugin

A screensaver / Wall paper / Desktop

This is device independent (PC, GSM phones, pda)

What is unique is this graphic UI
"becomes" your screen, your desktop
The GUI is a 36/64/etc grid, or tiles
or mosaic.

These Tiles are "programmable",
or "configurable"

configure to be clickable

streaming thumbnails which are
clickable to: mouseover - explode

rightclick - refresh

leftclick - audio (if any)

doubleclick - navigate

Tiles can be:

- Websites

- O/S

- Apps Word, Excel
Videophone,
teleprompt

- TV Channel

- Radio station (broadcast / web cast)

- Intranet

A Tile becomes a "Channel"

representing ① stored info - hard drive
② broadcast info - serve

*2

These tiles act like desktop
Shortcuts

except they are animated: explode
audio

refresh
Streaming
(I-fmiv.)

Tiles
are like bookmarks

except they are a 'live' link with
a web site, not simply
an address (it is a
live pointer)

It acts like Wallpaper or Screen saver

In that it is "over" all other
functions of hardware device
it is over Win95 Desktop

★ ③

SurfCast is like a programme guide

but it is not static.

Each of two "channels" tiles
is streaming (rendered from/at
Surfcast.com)

"Viewer" programmes his own
rather than being served.

Seems like a Portal, but is not
because.

"Winframe"

★ (4)

More like

multi-dimensional

multi-mediums

multicast

Browser

It is like **Tuner**

It is a gateway

It is a personal homepage

"Addresses" of Channels

Can be for files, docs, images
folders, database
tv channel, website,

Download
only what one needs

Don't need Word
the doc is in XML

so its printable or electronic

#5

SurfCast is a filesystem

in a world of ^{distributed computing} thin client hardware
where the "network becomes O/S"
meaning a remote site / a single user
over a tcp/ip network
or any network

Not by their hardware device

- ① only downloads the (apps)
or O/S that it needs

It is, the device is not crippled
overweighted with Windows or
anything Word, Excel
and

- ② ~~the~~ device doesn't need hard drive
its "permanent memory" is the
database at SurfCast Data Ranch

#(6)

SurfCast is

Network Architecture
Design

Organises Info in such a way
that it is "unified" or "alive"
all info is an
"active object"
or "active channel"

over any transport network
or actually takes them all
aggregate channels
grouse / render / remux

Client → Server → database / files
channels - TV, web

