

From: Klaus Lagermann <cis1007@vip.cybercity.dk>
Sent: Wednesday, August 25, 1999 9:36 AM
To: ovid@ibm.net
Subject: Re: is this okay? anything to add??

I approve of all this. Repetitions are good, but too many are tedious. Can we shrink it a little.

Roger.

Ovid Santoro wrote:

> tell me if you approve of this. if not tell me. if you want to add, do
> it. delete too.
>
> There are three unique aspects of the SurfCast solution:
>
> 1. 'Dynamic Bookmarking': graphical streaming cascading tiles that
> have embedded passwords and can be easily configured by the user to be
> completely customisable with their own content choices.
>
> 2. 'Dynamic Resource Allocation': dynamically ('on-the-fly' or
> real-time) manages data and resources located locally on a hard drive,
> on the Web, an intranet, an extranet, or broadcast from on-air.
> SurfCast can serve multiple streams and types of content, whether that
> be files, folders, applications, Web sites, TV channels, or 'broadband
> channels'.
>
> 3. 'SurfCast Server': enables Web hosts to specifically address
> SurfCast tiles with custom content.
>
> 'Dynamic Bookmarking'
> SurfCast is a dynamic GUI. At its most rudimentary level, SurfCast is a
> simple, easy-to-use graphical interface that can be a system for
> organising a user's information and interests.
>
> Bookmarks are tedious, static and do not contain any information apart
> from a target name if at all that. Bookmarks could be a very useful and
> easy to use tool. SurfCast redefine and extend the concept of
> bookmarks.
>
> Key Properties of SurfCast Client Software
> The basic elements of the SurfCast client software are the SurfCast
> 'Grid' and the SurfCast 'Tile'.
>
> The SurfCast Grid resides 'on-top-of' Windows (it does not replace
> Windows or any applications). A grid is a rectangular area containing
> one or more tiles. A tile is a visual representations of its 'target'.

- >
- > A SurfCast Tile is a 'dynamic bookmark'. It is better than a bookmark,
- > because it is graphical, it is larger than an icon, it is live, it is
- > animated. A tile contains information about its target, and most often,
- > will already contain the information users would otherwise have to go to
- > the target to get.
- >
- > The SurfCast Grid is a genuinely, 100% user personalised 'home-page'
- > (whereas portals deliver 'their brand' of tailor-made content). Users
- > can configure their own, entirely custom-built, GUI with their personal
- > choice of content. Tiles can target content such as documents, files,
- > folders, applications, Web sites, and TV channels (if PC is
- > broadcast-ready).
- >
- > The SurfCast user configures each tile with properties. A tile is:
- >
- > Clickable: users can configure tiles to navigate to any target.
- >
- > Configurable: users decide what it is and does. One unique feature of
- > SurfCast is that it allows user's to easily configure their own
- > preferences and guide their on-line experience. The software allows PC
- > users to uniquely and easily configure their own desktop.
- >
- > Streamable: users can get information without going places.
- >
- > Live: tiles update with refreshed info at a rate set by the user.
- > Tiles can be 'live' in the sense that they update at regular intervals,
- > based on user preferences and/or server content push. In this way tiles
- > (read: bookmarks) are always up to date. A tile can also be a thumbnail
- > or excerpt from user's favourite Web pages.
- >
- > Secure: Tiles are intelligent and contain passwords and user IDs for
- > all a user's subscription services. This takes away the hassle of
- > remembering multiple passwords. For our e-commerce application we can
- > securely embed credit and account information, so that users do not have
- > to re-type their credit card numbers or distribute them remotely.
- >
- > SurfCast software simplifies the management of data and resources.
- > 'Grids' and 'Tiles' extend the functionality of the entire file system.
- > SurfCast is a 'dynamic file system' because the grids and tiles are
- > visual representations that can be 'cascaded' to create a hierarchical
- > structure of everything users want—whether that be from the Internet,
- > the hard drive or from elsewhere. There are no limits to the amount of
- > tiles in a grid and there are no limits to the number of levels of
- > cascading. The SurfCast GUI provides a 'scalable visualisation' of
- > user's entire computer experience.
- >
- > The navigational and organisational features of SurfCast will be applied
- > in e-commerce solutions, as the layout and structure are well suited for
- > handling large amounts of visual information. It provides an intuitive
- > approach to e-shopping, and it makes window-browsing more like "window
- > shopping".
- >
- > 'Knowledge management' is seen by many analysts (and Bill Gates) as the
- > killer app, but it lends name to many different definitions and

- > approaches. It may not be a bad idea to position (portray) SurfCast as
- > an enabling knowledge management (in a broad definition of the concept)
- > software.
- >
- > SurfCast is an unique product offering. We do not know of any companies
- > or products that offer the same features or compete directly with this
- > software solution.
- > We anticipate we will have capable competitors and we are prepared to
- > challenge them and their products with vigour.
- >
- > The SurfCast GUI is a more intuitive and fun way to manage one's
- > resources and organise one's on-line and off-line life.
- >
- > 'Dynamic Resource Allocation'
- > SurfCast Server software will know about a user's PC configuration. If
- > users have broadcast reception equipment, their tiles can display live
- > TV, radio, or data broadcast services.
- >
- > A unique feature of SurfCast is that it can serve multiple streams of
- > content (entirely of the viewer's choice), whether that be files,
- > folders, applications, Web sites, TV channels, or 'broadband channels'.
- >
- > SurfCast can offer the user any number of simultaneous Web sites or
- > content channels.
- >
- > 'SurfCast Server'
- > The SurfCast Server is a component to add to a Web-server, which enables
- > the serving of tiles. It creates tiles based on scripts, and it keeps
- > track of updating. It enables the Webmasters of the world to manage
- > tile traffic and enables tile advertising based on user profiles and
- > preferences.
- >
- > The SurfCast server software allows Web hosts to individually address
- > users of SurfCast Tiles with specifically created/edited content for
- > this format.