

SurfCast.Com

This is an introduction to a software design and a company developing it. The goal of this software is to make PCs easy to use, and to help make people's network experience simple and fun. This software is being developed by a start-up company called SurfCast.Com. The aim of this summary is to solicit interest from a venture capital investor that can add-value (besides money) in ensuring this software and company are a success.

The SurfCast Software

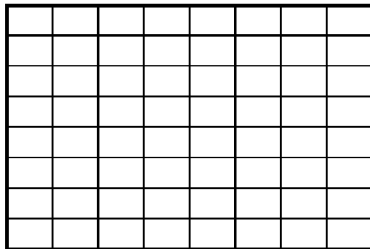
SurfCast is:

SurfCast is a useful, convenient and fun application that organises and guides user's entire On-line experience. SurfCast is client software interface, as well as a server software. A first time user goes to www.surfcast.com and downloads an applet of the SurfCast client software. The SurfCast software allows PC users to uniquely and easily configure their own Desktop.

SurfCast becomes 'the' user interface in a world where PCs and TVs are one appliance and there are 'broadband channels' of content.

Visually, a SurfCast enabled PC screen is a grid of tiles covering the entire PC screen (*SurfCast sits on-top-of Windows OS*). The user can 'programme' or configure each tile to represent an address or application, as well as configure tiles with attributes/properties such as frame-rate. (*There will be version of SurfCast that will be pre-configured*).

SurfCast software is a dynamic GUI: a mosaic of clickable 'streaming thumbnails'.



SurfCast software is:

- SurfCast software is an organiser in that it organises one's On-line (Internet or intranet) life.
- SurfCast software is a programme guide in that it guides users to 'programmes', such as Web sites and 'content channels'.
- SurfCast software is like a portal, or a personal home-page, except the user

programmes or configures the content entirely themselves. (Portals like Yahoo deliver 'their' content). SurfCast is not a home-page where the user offers his personal family photos, etc. to the world. SurfCast is a home-page where the user comes to access his own world.

- SurfCast software is like a browser, except the user has effectively 64 (or more) concurrent or simultaneous Web sites or content channels.
- SurfCast software is like wallpaper, except it is clickable and resides 'on-top-of' Windows. SurfCast does not replace any applications, it replaces the desktop and Windows becomes one of the tiles.

A SurfCast 'Tile' is:

- A SurfCast tile is like a shortcut, except SurfCast tiles are animated and click to documents, files, folders and applications, *as well as multiple networks simultaneously*. Each tile behaves like a 'desktop shortcut' in that it can click to a file in RAM or on the hard drive. The difference is that SurfCast tiles can navigate to servers on multiple networks simultaneously (such as Internet; intranet, extranet, satellite, terrestrial television, wireless, cable TV).
- A SurfCast tile is like a bookmark, except addresses are 'live links', i.e. live connections to sites or channels. Each tile behaves like (has similar properties to) a 'bookmark' in that it points to an address, which when clicked navigates to a site or content channel. The difference is the SurfCast tile does not simply point to an address, but maintains a live connection to a channel. These channels can be: Web sites; intranet sites; files; folders; applications (Word, Excel, Internet telephone, videophone); television programmes; or a 'broadband channels', for instance.
- Each tile behaves like a 'streaming thumbnail' (in that it continually refreshes, i.e. the refresh rate can be configured by the user), except these thumbnails represent not only Web sites, but networks such as terrestrial television, satellite, cable TV, cable modem broadband. Each tile grabs a frame from its source every cycle of the www.surfcast.com carousel.
- A SurfCast tile is like a television electronic programme guide channel, except SurfCast tiles do not 'guide' only to TV content. SurfCast uniquely lets user's choose their own content. SurfCast tiles 'guide' viewers not only to TV channels, but Web sites, cable modem broadband channels, for instance. A difference with SurfCast is that user's programme their own tiles rather than being served with a fixed offering set by the cable or satellite operator, or portal.

The Configurable Properties of a SurfCast 'Tile':

The SurfCast software user configures each tile with properties. A user can 'dynamically bookmark' an address, place it as a tile in an mosaic that covers the entire PC screen, where this tile is a clickable 'streaming thumbnail' pointing to applications, files, and channels of content from different types of networks, and configure the refresh rate of each tile--for instance. Tiles are clickable to:

- mouse over = explode

- right click = refresh tile
- left click = audio (if any)
- double click = navigate

One of the configurable properties is the SurfCast grid can be sized from 1 to 64 or even 128 tiles (theoretically more).

The SurfCast software is designed to be implemented initially on a PC; however it will be device independent. The software will subsequently run on PDAs, mobile phones, and PC-TV hybrid appliances (Web TV and beyond), for instance.

The SurfCast Network Solution:

SurfCast users can--on the free basic level--simply use the GUI to organise their On-line lives. Subscription-tier users of SurfCast software can take advantage of an entire client/server network solution, whereby they can access and store their own content remotely at the www.surfcaster.com site on SurfCast discfarms. SurfCast is not an ISP. SurfCast does not operate a physical network.

The advanced SurfCast user can organise and interact with their own entire personal information/content 'network'. For premiere users, www.surfcaster.com is a 'service provider' through which a user can host their own Web sites, access their satellite TV channel subscriptions or convergence channels, dynamically bookmark Web subscriptions, retrieve their own Word or Excel documents, and download applications from SurfCast servers to the client hardware. Several TV channels can be broadcast to tiles simultaneously. However, in order that the PC does not overload with 64 simultaneous Web feeds, each 'channel' is REMUXed and cached at the www.surfcaster.com head-end servers.

For a PC connected to a 'broadband network' (such as a cable modem network), SurfCast software is a dynamic electronic programme guide ('EPG') that allows users to navigate to television channels, but also Web sites, and 'convergence channels' or 'broadband channels' which deliver so-called 'convergence content'. Existing EPGs guide to television channels. SurfCast is an '@PG'.

SurfCast is like an extranet, except it is open to any and all 'subscribers'. SurfCast is a network of networks. SurfCast is a VPN, a 'virtual public network'.

Conclusion:

'Making Microsoft Obsolete'

PCs have become too slow and complicated to use. Ubiquity of PC use will be hampered by this complexity, i.e. my father will never get a computer or get on-line as long as PCs are difficult to use and confusing. Evidence of this is that a new PC commonly comes bundled with several browsers and ISP services offered such as: AOL, MSN, IBM Global Network, AT&T; CompuServe, Netscape, Internet Explorer, etc. This is nonsense and must be simplified. PCs are extremely slow because they have too much useless software loaded onto them rendering them inefficient (Microsoft loads on more apps and the PCs need faster chips, wink wink).

On a PC (or PC-TV hybrid) with SurfCast software, the OS becomes irrelevant (note: what is an OS absolutely necessary for?). When the OS becomes redundant, the network itself can become the OS. In other words, the PC runs a browser and SurfCast software; SurfCast is the organising file system and the guide to 'addresses'. In a world of thin client hardware and so-called distributed computing, those addresses will all be outside of the 'PC' (except that information cached in RAM).

At its most rudimentary level, SurfCast is a simple easy-to-use interface which can be a system for organising a users information and interests.

Ultimately, SurfCast is a network solution with a dynamic GUI client, and big fat servers that carousel multiple types of content and even different types of networks--whether that be files, applications, Web sites, TV channels, or broadband channels.

This is a unique feature of SurfCast that it can serve multiple streams of content/networks--of the viewers choice. SurfCast software is a useful, convenient and fun application that organises and guides user's On-line experience.



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