

Subject: Whack #1
Date: Wed, 11 Aug 1999 14:34:26 +0200
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aLaymans version?
Just off the top of my head. I can iterate over it a few times.

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We redefine the concept of Bookmarks in a way that extends to infinity.

Bookmarks today are tedious, static and do not contain any information apart from a target name if at all that. (can we include descript or synopsis?)

Surfcaster introduces a new way to keep and organise your bookmarks--and much more.

The basic elements are the Surfcaster Grid and the Surfcaster Tile. A grid is a rectangular area containing one or more tiles. A tile is also a bookmark, it is larger than an Icon, it is live and/or animated. It contains information about its target, and most often, the tile will already contain the information you would otherwise have to go to the bookmark target to get. Therefore Surfcaster saves you time also, as well as making surfing the web easier and more fun.

Grids can be cascaded, to create a hierarchical structure of everything you want from the internet. There are no limits to the amount of tiles in a grid and there are no limits to the number of levels of cascading.

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, your tiles (read: bookmarks) are always up to date. Tiles can also be thumbnails or excerpts from your favourite web pages.

Surfcaster Grids and Tiles will also be applied in e-commerce solutions, because the layout and structure are very well suited for handling large amounts of information. It provides an intuitive approach to e-shopping, because it is like "window-browsing".

Eventually, the Grid and Tile approach will be applied to both your online and offline computer life. Grids and Tiles replaces or complements folders and icons and makes your computing experience more informative, less complicated and a lot more fun.

Tiles can also be intelligent and contain your passwords and userid's for all your subscription services. This takes away the hassle of remembering many passwords in your daily work.

The Surfcaster 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. Together with either the Surfcast web-client or the Surfcast Client/Server solutions it makes up the Surfcast software product portfolio.

Now you tweak, extend and add or cut or whatever. What is this for? The execsum?

Don't get me wrong about this. You just gotta remember what kind of guy I am. I don't thrive on going over the formulation and budgets again and again. It wears me out. I need to start the design and coding most of all to get a grip on it myself. I don't know everything about it yet. It is shaping in my head, but there are a lot of stones unturned. We are pioneers, and pioneers don't have roadmaps. They create them as they move ahead.

Let's keep the focus, get the money, start rolling but also always remember that we are not the same. We have different areas of interest and of strenghts & weaknesses. That's why we are such a good team.

And Vikings are darker. I can be chirpy and still go "gruntl" and "hrmpff" in the phone. That doesn't mean that I am pissed off or that I am not interested. You know that.

For your info: The Cheese Country Club is ready in 5-6 weeks. The price is DKK 14,000 (\$2K) per month, minus one 60th of anything I use for refurbishing. I would like to use around DKK 400,000 (roughly \$60K) for building the loft up there for SurfCast code center. Contract is for 5 years (the period of refurbishing refund) and after that with a 6 month notice. I'll also have Cebra and K3 there. There is plenty of room. 260 sqm total. And it can be extended with another 600 sqm by converting the barn. The first floor has a great view of the course and we have a putting green 10 feet from our porch and two tees (3rd and 7th tee) less then 50 feet away. I'll probably buy a house in the same village, so I'm one minute from work. This suits me real good.

Bonk Hammerlite
chief codeman