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Attach: SurfCast.Com.doc

here's the latest, i think this is much more clear and not redundant.

SurfCast.Com

SurfCast.Com is a Web site. SurfCast is Software. A user first acquires SurfCast software as a downloadable applet from www.surfcast.com. The SurfCast software allows PC users to easily configure their own Desktop.

Visually, a SurfCast enabled PC screen is a 'Mosaic' of 'Tiles'. The graphical user interface ('GUI') of SurfCast software is a 'Grid' of tiles the user configures, covering the entire screen (like a dynamic wallpaper).

Each tile behaves like a 'Bookmark' in that it points to an 'Address', which when clicked navigate. Each tile is a dynamic bookmark in that they do not simply point to an address, but maintain a live connection to 'Channels of content' which can be Web Site; Intranet Site; a File; a Folder; an Application (Word, Excel, Internet Telephone, Videophone); a Television Programme/Channel, Broadband Channel, etc.

Each tile behaves like a 'Desktop Shortcut' in that it clicks and navigates to an address either resident on the PC in RAM or hard drive (i.e. a shortcut to a document, file, folder, or application), or to a server on a network (Internet; intranet, extranet, satellite, terrestrial television, wireless, cable TV).

SurfCast software is a 'Programme Guide' or 'Tuner' in that it is a guide to 'Programmes' or channels of content and applications. It is like a personal home-page, except that the users can configure the content entirely themselves. (Portals like Yahoo deliver 'their' content).

The SurfCast software is an 'Organiser' in that it organises one's On-line (Internet or intranet) life on the PC. Advanced users of SurfCast software can take advantage of an entire client/server network architecture, whereby they can access and store their own content remotely at the SurfCast.Com Web site.

The SurfCast Grid can be sized from 1 to 128 (or more) tiles (this is a one of the configurable properties).

In a simple way SurfCast it like 'Configurable Wallpaper'. The user 'Configures' or 'Programmes' his Wallpaper, as tiles can be Attributed Properties. For instance, a user can configure the refresh rate, the address to which the tile points, Tiles are clickable to:

- mouse over = explode
 - right click = refresh tile

- left click = audio (if any)
- double click = navigate

The SurfCast software is designed to be implemented initially on a PC; however it will be Device Independent. The software will subsequently run on PC-TV hybrid appliances, PDAs, mobile phones, etc.

SurfCast software's configurable grid of tiles act like and present 'Streaming Thumbnails'. The tiles in the grid are streaming in that they 'Carousel' every 64 seconds (another property is that the viewer can configure the 'refresh rate' of each tile). In other words each tile refreshes once every 64 seconds. In order that the PC does not overload with 64 simultaneous feeds (each channel is REMUXed and cached at the SurfCast.com head-end servers). Each tile grabs a Frame from its source every cycle of the SurfCast.com carousel. Multiple channels of TV content can be broadcast to tiles simultaneously.

For a PC connected to a 'Broadband Network' such as a Cable Modem network, SurfCast is a dynamic electronic programme guide ('EPG') that would allow users to navigate directly to not only television channels, but also Web Sites and so-called 'Convergence Channels' or 'Broadband Channels' (accessed on a PC-TV appliance) which deliver so-called 'Convergence Content' (such as produced by Gerry Laybourne's Oxygen Media, which is funded by AOL and Oprah Winfrey. See Forbes [REDACTED]). Existing EPGs guide to television channels. We could call SurfCast an '@PG'.

Eventually, SurfCast is a network architecture whereby it is a GUI client and a big fat server (that carousels multiple types of content).

The SurfCast user can--on the basic level--simply use the GUI to organise their On-line life. The advanced SurfCast user would organise and interact with their own entire personal information/content 'network'. SurfCast is not an ISP in that it does not operate a physical network.

For premiere users, SurfCast.Com is a 'Service Provider' through which a user could 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 even entire applications that download from SurfCast servers to the client hardware. *SurfCast is like a giant Extranet, open to any and all 'subscribers'.*

SurfCast Software is:

- a dynamic GUI.
- like a shortcut, except tiles are animated.
- like a bookmark, except addresses are 'live links', a live connection.
- like wallpaper, except that it resides 'on top of' Windows, and it is clickable.
- like a television electronic programme guide, except tiles are not static (streaming), and it is not just TV content, and 'viewer' programmes his own tiles rather than being served.
- like a portal, except the user configures or programmes his own content.

- like a browser, except the user has an effectively 64 or more concurrent or simultaneous Web sites or channels.
- like a file system, except that rather than simply file applications, files, documents, etc. it would 'file' live channels of Web content, convergence channels, etc..
- like a home-page, except that the users configure the content entirely themselves. It is not a home-page where the user offers his personal family photos, etc to the world, but where the user goes to access his own world for himself.

In the first instance SurfCast is a useful, convenient and fun application that organises and guides.



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