

**VS.** Influencer presence, hyperlocal social subscription news, and enriched hypertext including fact verification, link aggregation and curation, and as well sponsored Blue Band content.

The all new TWITTER combines real-time messaging with rich, deep and wide media technology that offers brands and users premium level publishing and distribution tools, as well as crossmedia ubiquity through multichannel presence.

Do you know what your B.B. network is thinking right now?

"To derive inherent product potential one might infer any differences between messaging, context and/or data, such that the tweet conjugates from telegraph into rich teletext."

**POSITIONING:** social news technology w/ hypermedia interactivity, and rich or lean engagement

# PUSH-PULL EXPERIENCE twitter 2.0

NEWS & DATA UTILITY  
NEW MEDIA PUBLISHING TOOLS  
PREMIUM DISTRIBUTION NETWORK



**@classic #twitter**  
140 characters; photos/videos; polls; gifs; location; emoticons,...

**premium blue band service**  
pro-level, live event and official/public entity messaging for verified users and subscribers

**\*webfo**  
data format & fact checking service with metadata inspector and infographic citation RE: publishing validation

**!smash tags**  
premium hashtags/memes presented in an optimized visual/glyphic format, viral or sponsored by brands, expressing sentiment, discovery, novelty and more...

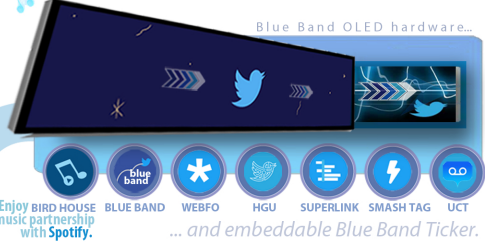
**\$superlink**  
hyperlink aggregator/contextual array /linked-list curation technology

**#bbHGU (hyper graphical utility)**  
connected screen API embeddable anywhere text, data or graphic content is presented offering dynamic supers on smart devices or via integrated broadcast

**the rest of twitter (HCL)**  
hypertext command language integrated to short messaging publishing ecology

**DESIGN RIDDLE:**  
What is the animated vector of a user tweet if a message is networked by semantic motion?

**ANSWER: T.W.U.B. Trans Web Utility Band aka Blue Band**



Dynamic Blue Band publishing tools showcase premium Blue Band branded content along side a mix of news, social story and public messaging.

Embed Blue Band on your website, or share validated data and news at your local venue via Blue Band networked channels and screens.

Stream Blue Band in your connected car or any connected device. HGU can also be installed via traditional broadcast media supers and tickers.



**END HATE SPEECH...**  
become a Blue Bird network operator.

That's right buddy! Blue Band uses only SLS and UCT. No bad actors allowed!

**UNIVERSAL COMMENT TECHNOLOGY**  
Structured comments help eliminate hate speech by defining a syntax and grammar for conversation.  
**Fair and Safe Free Speech**  
now available across the web!

[works anywhere comments are used]

Use bbHGU API for IOT devices, POP monitors and anywhere digital signage is used.



Top news services publish on Blue Band. Installed ticker available at **STARBUCKS** and other co-branded venues.

Big media news outlets have a new tool to publish 24 hour, real-time and interval new bytes on B.B. Look for the Associated Press, Thomson-Reuters, NPR, CNN, et al.

**COMING SOON:** Multi-linear POV (MLPOV), a news "objectivity" protocol for citizen user and branded editorial by News Club Society.

Grab Blue Band "air tags" from content partners at your favorite destinations for a next-gen surf-n-dive experience. Air tags use MCG motion graphics, 4-line visual slang, and bird house audio FX.

TWUBB AI tells jokes and leverages age old wisdom to entertain and engage users, via sponsored daily Bird Seed comic strip.

Twitter 2.0 helps build digital villages by empowering users with vital context and enriched story tools.

Blue Band in your twitter feed -- **framed in blue** -- offers users twitter 2.0 features and experiences.

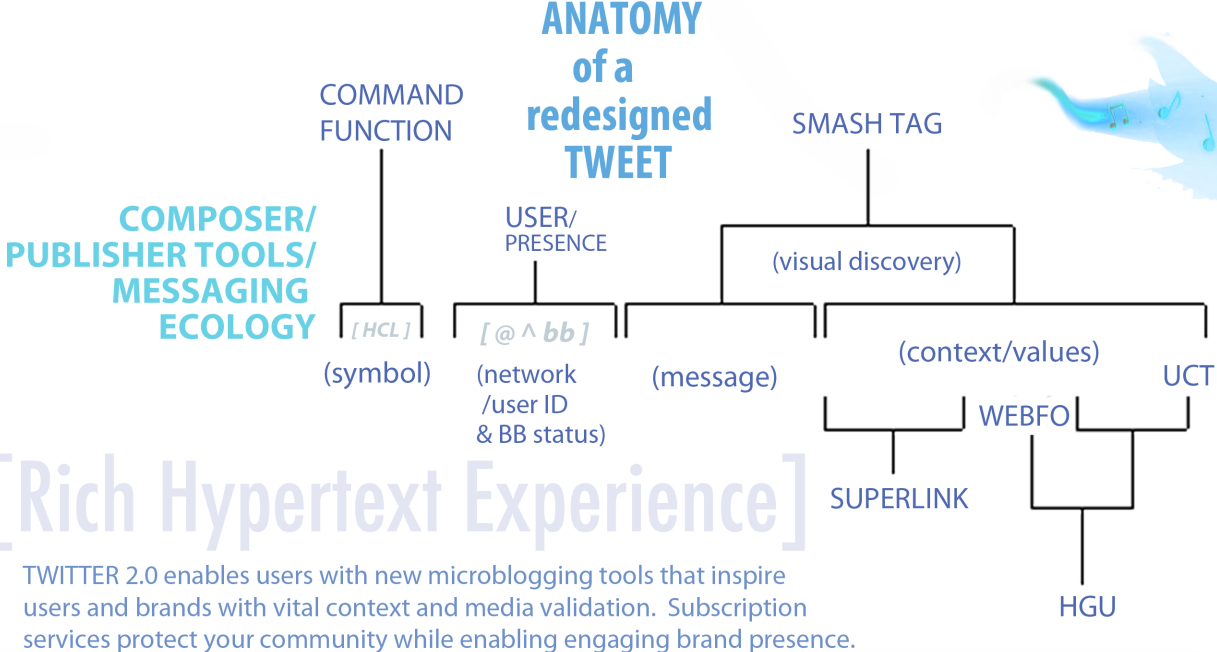
Blue banded tweets expand in the timeline to reveal value-added HCL content.

Inline HGU may also be activated when also correlated outside the timeline.

What's happening?

Blue Band publishers offer twitter users premium content with hypermedia formats that create dynamic experiences on and off the network. **Subscribe to twitter 2.0!**

280 Tweet



## [Rich Hypertext Experience]

TWITTER 2.0 enables users with new microblogging tools that inspire users and brands with vital context and media validation. Subscription services protect your community while enabling engaging brand presence.