

Twitter 2.0

High Level Overview

START HERE:



(Coming Soon!)

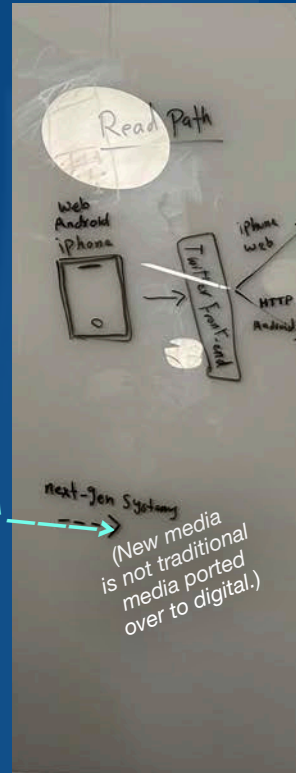
Go To:
[XERPP.com](https://xerpp.com)

X and Twitter are necessarily two different brands, and user experiences, that can share a common mission, as well as underlying technologies. In tandem, they create more reach by serving different audiences.



What the hashtag does for microblogging, invokes utility needed for the digital public square. (INSIGHT)

Twitter stands at the intersection of social, media technology, and real-time news.

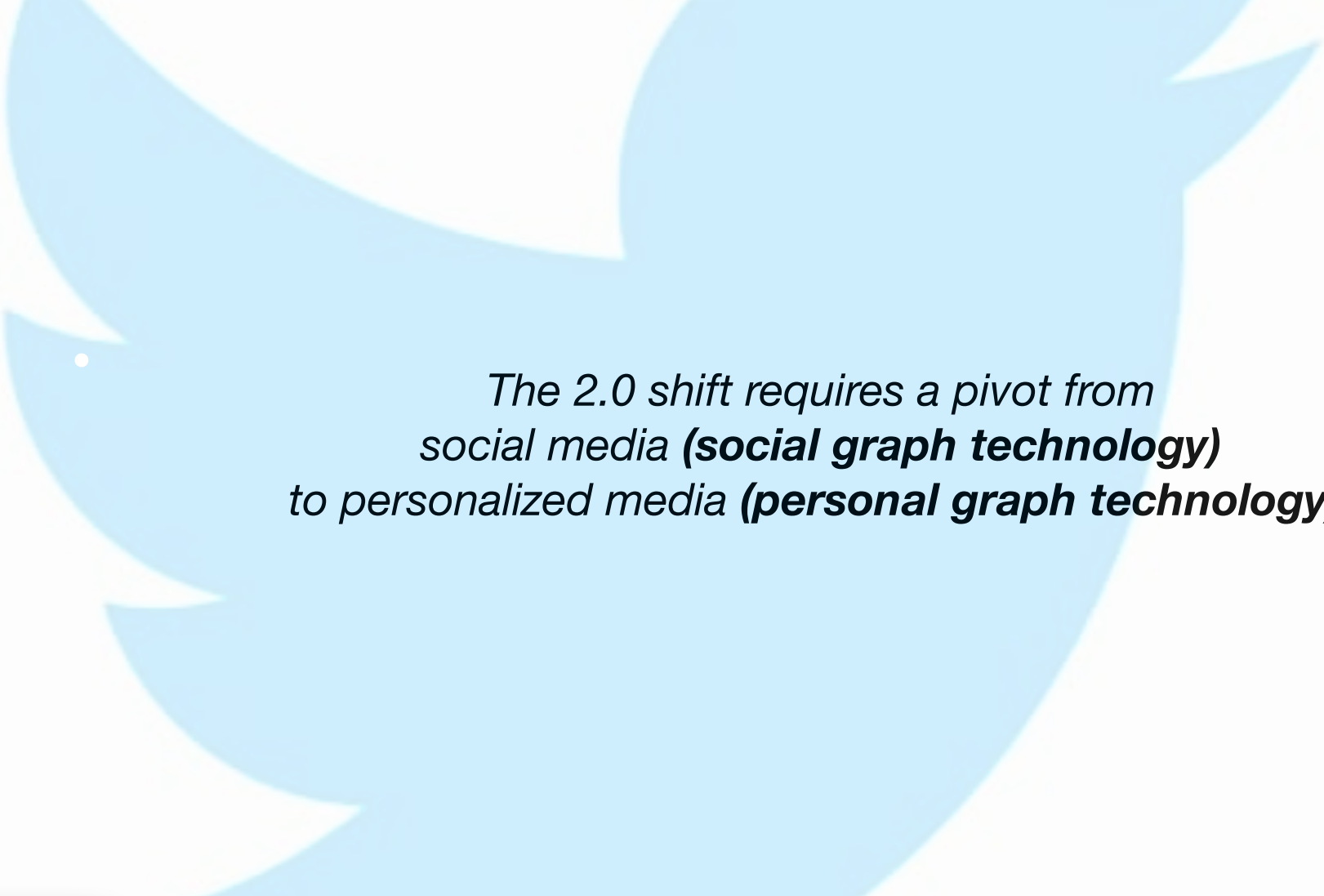


B1ix IDEATION DECK

twitter 2.0

Product + Ecosystem | Created by JARED SUAREZ. | b1ix.com





*The 2.0 shift requires a pivot from
social media (**social graph technology**)
to personalized media (**personal graph technology**).*

Twitter 1.0

Twitter 2.0

SOCIAL PLATFORM

vs.

NEWS ECOSYSTEM



TWEET

(content dependent)

The **tweet** essentially functions as a **"pull quote."** But out of context, free speech which necessarily incurs limitation, degrades into a fragment – the fuel of misinformation, confirmation bias, fake news, and historically propaganda.



New **technologies** and **tools** are needed to root the inherent virality of a tweet with radical context that brands, influencers and users can benefit from.

BLUE BAND

(context dependent)

+

TWUBB
ORDAGOGY
XERPP
WURBB

+

NCS



PERSONAL
GRAPH
TECHNOLOGIES



But first...

... the rest of Twitter 1.0
(command technology for
the digital public square).

*[NEW COMMAND TECHNOLOGY]

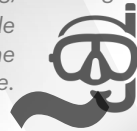
**The Tweet is still a new medium that
demands brand new media technologies.
And the hashtag is just the tip of the iceberg.**

Twiddle (aka Tilde)

Mobility and portability
require new web experiences
beyond surfing/browsing.

Turn on Twiddle mode
on your watch or cell phone
lock screen to stay up to date.

Activates multimodal
streaming, i.e. data over
listening mode
(aka "web snorkeling").



Just think
of WebFo
like the
Good
Housekeeping
Seal for
information.



& Community Event

Book your calendar.
Launches with
Twitter Black.

*** Asterisk**

Like a "get more info"
semaphore, the asterisk
links to visual context
e.g., bezel interfaces
(including NCS timeline,
Overton window,
infographic panel,...).
Launches with BuzzBleep
visual information formats.

"Did you
know you
could twiddle
on Twitter?"

! Wildcard

Add emphasis with scripted
motion behaviors to your
text and emojis.



Next-gen hyperlink
with link aggregation.

Superlink

Roots content
into rich context.



Smashtag

Custom campaigns
using graphic hashtags
with scan code functionality.



Hashtag

Keyword tag and search.



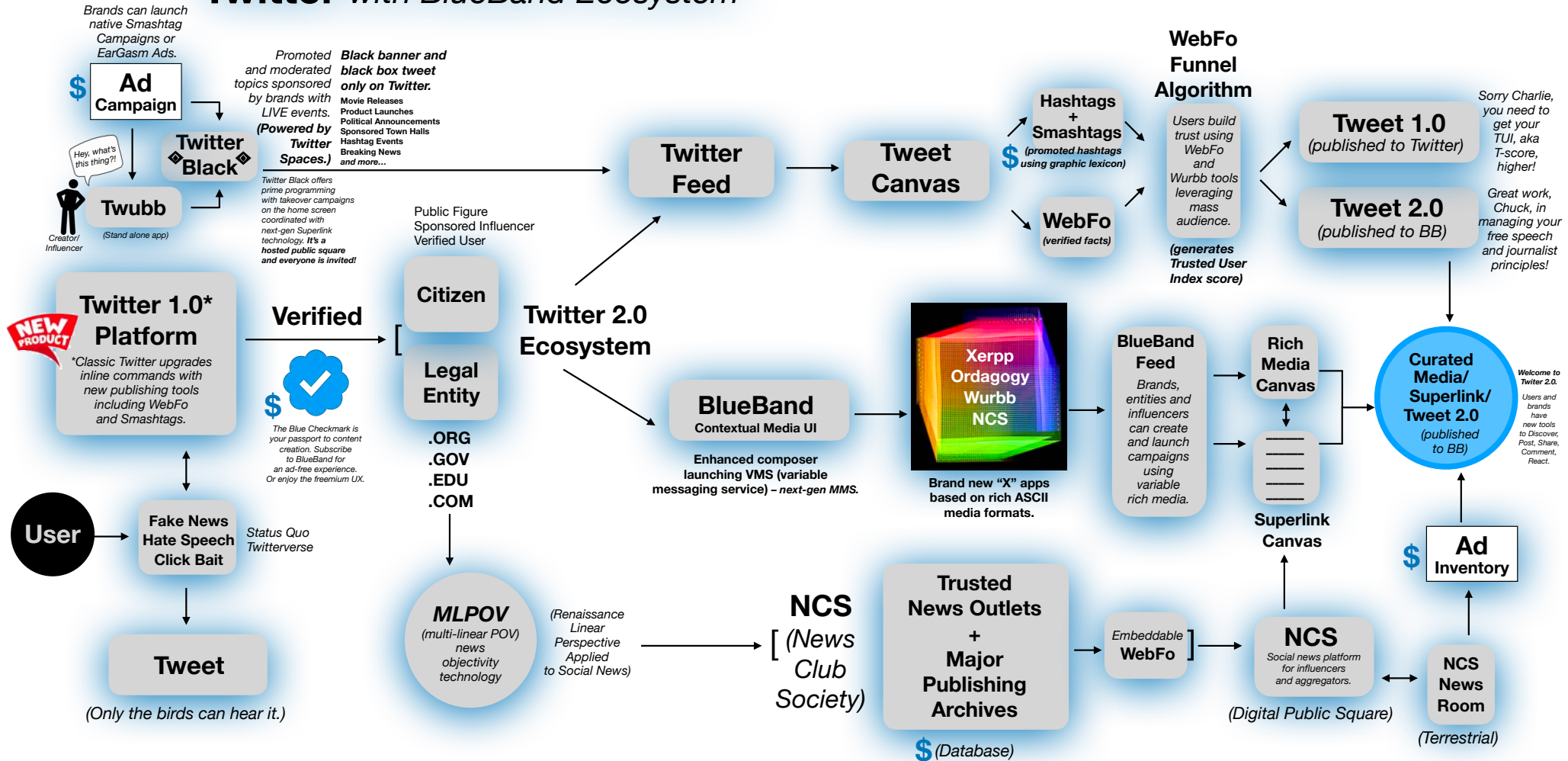
Asperand

Identity and presence.

twitter 1.0*

Extensible Inline Commands

Twitter with BlueBand Ecosystem



TWITTER BLACK

Twitter Black* is the conversations we need to have, LIVE.
Hosted conversations bring hashtags campaigns to the frontline.
Brands can get behind vital social messaging and action, driving
engagement and enrichment using a baseline of expert driven WebFo.
Without facts, conversations spiral into opinion and perspectives are diminished.

Twitter 2.0 enrichment protocols support sustained conversations that create brand and user value.
**(Twitter Black programming precedes BlueBand UI/UX and NCS MLPOV, timelines and horizons.)*

Twitter Black: Conversations + Structured Social
BlueBand: Voice + Video + Text + Data + Motion Graphics/FX
NCS (News Room + Database): Influencer/Aggregator-driven Social News Platform

*Launches with ICON, unscripted competition format,
where hot button issues inherent to America's diverse
constituency intersect social good with technology.*

*Real-time/
cause-based*



**Ad
Campaign**

*Twitter Black Takeover with
Programming Wraparound
and Signature AudioGlyph.*

twitter 2.0



NCS

what's your
perspective?

YOU CREATE THE NEWS.





INTRODUCING MLPOV (MULTILINEAR POV), an NCS news technology built for Twitter 2.0.

The Renaissance brought both the Scientific Method and Linear Perspective. Contemporaneously, by observing empirical reality, Renaissance painters devised a grid and vanishing point system that enabled realism in two dimensions.

Twitter, a technology as significant as the Gutenberg Press, in the distribution of information, must also rely on the same principle of objectivity rooted in the scientific method.

NCS is a **social newsroom platform** based on an extension of renaissance perspective, introducing multi-linear POV, panoramic news categories, influencer anchors and hosts, thought experiments and horizons, historical timelines and sponsored news futures.

Debate is the healthiest form of democracy...

and the people are the 4th branch of the U.S. Government.
But the technology to enable digital democracy lags behind the velocity and magnitude of unstructured social and news information.



To do this, the **social contract upheld by free speech and journalism** must be translated into **core media technologies** that are both responsive and reactive to unprecedented virality in mass media cultures.

By introducing **BlueBand**, **NCS** and **WebFo**, the Tweet becomes the leading edge of a news story ecosystem curated by major news entities, .ORG, .GOV, .EDU, and .COMs, as well as validated Public Figures, Influencers, Users, and Partner Brands.



The underlying technologies of BlueBand:



No blue checkmark, no blueband experience.

BBX/RBW (*"tunable" IP bandwidth*);

URB (*sub-URL "block-form" resource*);

VGI (*next-gen user-defined "variable GUI"*);

IYPWIIC (*AI ASCII editor post-WYSIWYG*);

WEBFO/NCS (*fact check tech/social news platform*);

WEBTAPE (*user-facing data reservoir for "sticky web" apps*);

THE SUPERLINK (*next-gen hyperlink: "drop stack, media ribbons, etc."*);

BlueBand technology enables curation and moderation. Because content comes from trusted sources and verified users, brands can be sure content (unlike Twitter 1.0) enables free speech that respects the rules of journalism.



WEB3 ULTRABAND TECHNOLOGY .BBX (BlueBand Width).

*Spatial
computing
format.*

The future of spatial computing exceeds analog-based webpage UX/UI. Instead of paper, the more extensible metaphor is that of bandwidth, which also demands brand new media formats. BlueBand makes text multimodal, placing the user into an experiential stream of information. The killer app for this Twitter 2.0 platform shift is a hybrid browser/media player that makes the tsunami of information culture visual, audible, contextual, and actionable.

The fully executed version of BlueBand is a new media bandwidth that can be streamed in the car or on any device. It combines audio, text, data, video, photos and motion design into a “visual radio” experience contained by a new file format.



Appendix A

The unmined potential of IP radio...



CREATE YOUR OWN RIBBONS.

Twubb an earbug,
follow a channel,
listen, interact, or
be an influencer DJ.

(It's radio with stuff in it.) **twitter blueband ribbons**

home to sound designers, voice actors, writers, podcasters, speakers, DJs,...



Influencer Ribbons

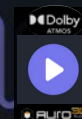


Live Event

mobcast

(real-time crowdsource audio)

AudioBook
(Immersive/SoundFX)

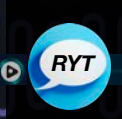


Voices, Spaces,
Sessions and Series
CHOOSE YOUR RIBBON:
Comedy, Music, POV, Issues,...



Some people Tweet,...
some people Twubb.

(Rant Your Tweet)



EarGasm



Audio Tools:

- EarBug:** Signature audioglyphs (Mac OS boot up, Hulu sound bars), which prefix inline audio ads, or sponsored radio segments.
- EarPrint AI:** Convert any graphic logo into an "earbug" sound design.
- EarGasm:** Effective short format ad impressions; serialized (e.g. 1-3-5).
- Rubbadubb:** Advanced editing for influencers and brands with AI tools as simple as using gum, stickers, glitter, glue, and more; license-free sound library for creator-influencers.
- Twubb API:** Personalize your ribbon experience with audio fonts; audio transition and interstitial content automation; and third party plug-ins.
- Mobcast:** Sponsored geolocation events; crowdsourced broadcast.
- WebFo:** Enrich your audio flow when you interact with inline context; access metadata, validated content, or related superlinks.

DEMO SERIES: NightFridge.com

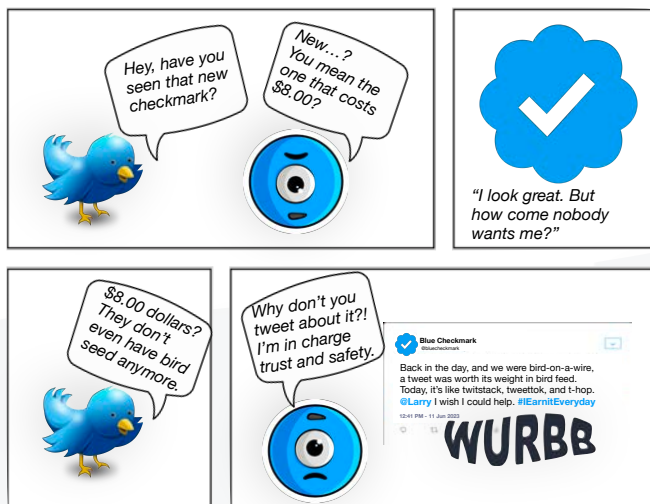
(Recipe format in a haunted kitchen.)

**It's like having your own
personalized radio station
in your pocket.**

Twubb's rich audio ribbon UX offers seamless transitions between sound bites; influencer and branded series programming; and interstitial audio content.
Connects with your music library.

WURBB'O COMIC

tells the evolving journey of Twitter 2.0.
Hire Larry for your TWUBB advertising.



While Wurbb begins with a specific task to enhance trust and safety, it is also a language model with written and visual prompts for creating viral crowdsourced stories, gamifying the writing experience, while strengthening tactics against bad actors on Twitter.

Play Wurbb in solitaire mode against the Wurbb'O avatar, with friends on Twitter, or add a sentence to a story that selects you from the crowd.

(Sign up for mobcasting to participate in geofence events.)



Buy predictive text
IYPWIIIC keyboards
defined by your
favorite authors.



Comment technology powered by Wurbb.

PROBLEM:

Hate speech, trolling, bullying, misinformation.

SOLUTION:

A toggle setting for language model limiters, excluding keywords and phrases most known to be motivated by abuse. While users can set parameters to modify speech that varies in degree (from broad to narrow exclusion apertures) and scale (single tweet or account-wide), the format of comments can also be elected, with modes such as emoji sentiment only, fill-in-the blank response (each blank contained by a user-defined keyword matrix), by numerical rating with pre-selected tags or keywords, or by radio button poll. Users can also elect the default setting which will get smarter overtime, controlling the value of comments in the Twitter community. (Wurbb **comment technology** can be embedded anywhere on the web where comments are enabled.)

Appendix B

Appendix C



ORDAGOGY

The list is an Organizing Principle.

Agenda

GET
MORE
THINGS
DONE.

- ❖ Call to order
- ❖ New member introduction
- ❖ Treasurer's report
- ❖ News and events
- ❖ Communications

CLASSICAL LIST FORMAT
(linear, sequential)

Fundamentally, there is an underlying order to nature.

Whether we find harmony in the rhizomatic structure of grass, or the underlying cubism of cereal boxes fit onto grocery shelves, there is inherent design organizing the world around us.

Nature is boundlessly productive, but when humans want to get things done, we make lists and check them off. Sometimes, however, lists can feel stifling with diminished productivity.

Reinventing the classical list requires a diverse architecture that doesn't force order into one specific structure.

By enabling variable list architectures, the personalization of productivity can be the catalyst needed to get more done.

Ordagogy integrates the art and science of organization (built on Superlink technology), bringing variability that includes linked lists, grid lists, nodes, tiles and rhizomes.

Social list categories include **Star Lists, ToDo Lists, Grocery Lists, Universal Wishlists, Bucket Lists, Playlists** — and **The Sharepool** where you use your social capital to power someone else's list. (Because sometimes we need a little help to get things done!)

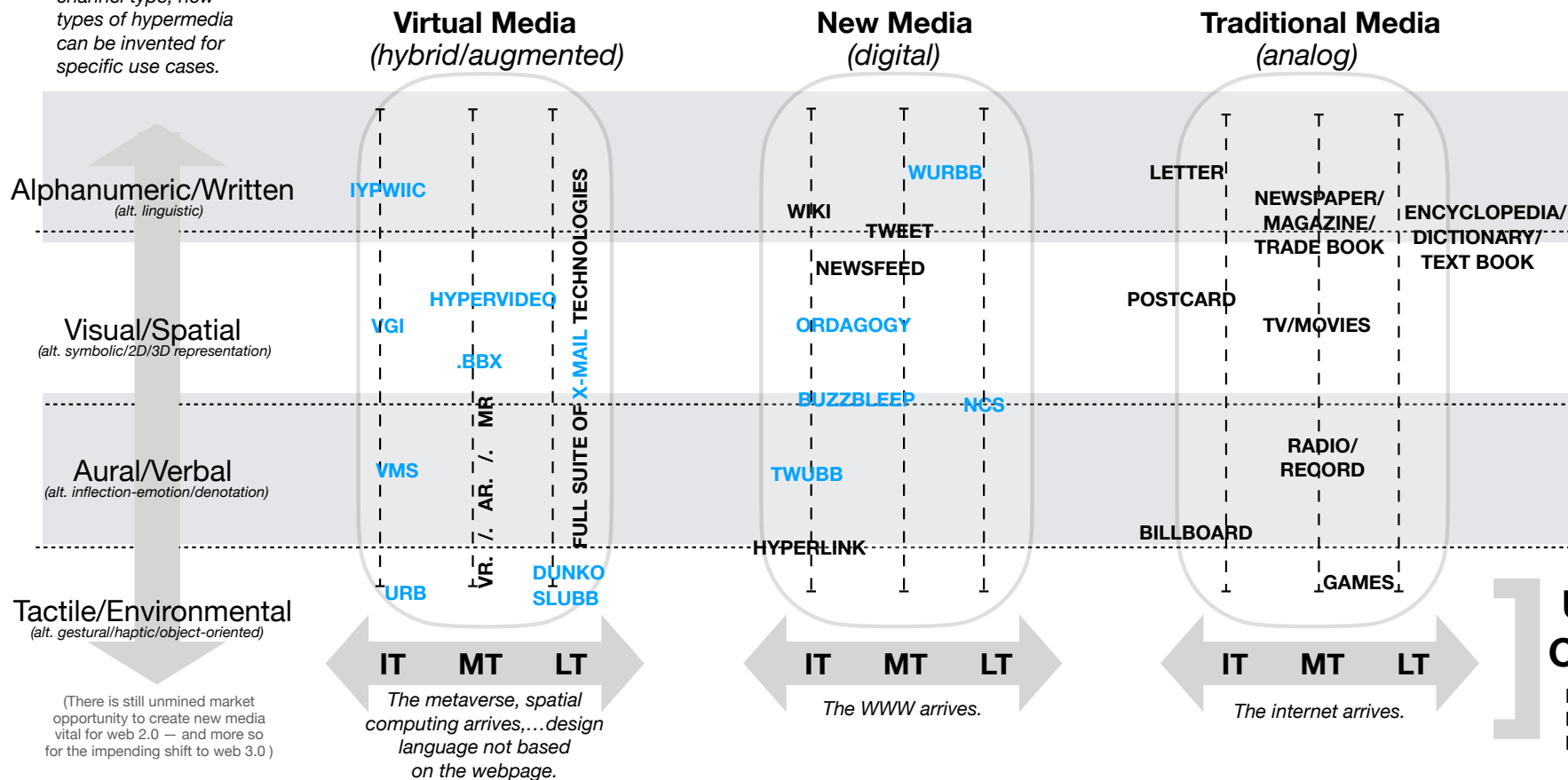
THE MOST SUCCESSFUL PEOPLE IN THE WORLD MAKE LISTS.

LITERACY CHANNEL

By defining the core utility, content and channel type, new types of hypermedia can be invented for specific use cases.

New media, informed by traditional media, demands consideration of what is native to digital – more so than an interactive variation of an analog counterpart. If we think of the hyperlink as a primary media technology, we can arrive at the understanding that other primary media technologies may not yet exist.

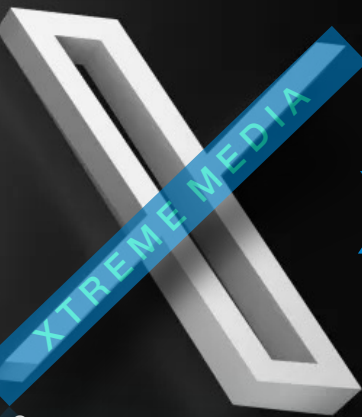
[ABBREVIATED VIEW OF MEDIA TECHNOLOGY CONTINUUM]



Appendix E

DISCOVERY ENGINE
"Now you can actually
surf the web!"

X=xtreme



Google gave us search, but discovering
the web still requires you to already
know where you want to go. X gives us
what we didn't know we were looking for
— a discovery engine that reimagines search.

ex·cerpt

noun

/ˈek.səpt/

1 a short extract from a film, broadcast, or piece of music or writing.

1. "She read out xerpps from an xrticle on X."

What is an "x" (fka tweet) called?

XERPP: Built with xAI, launches next-gen UGC based on sponsored "content pools" made of media excerpts ready for assembly. Each "xerrp" functions as part of a larger discovery engine, where xerpps (like atoms), recombine algorithmically to create sharable content recycled from popular media culture. Each xerpp, made from 100% recycled media content, has metadata nodes that allow for aesthetic recombination, and discovery of source media - in a brand new UI called ribbons.

Xerpp, pronounced ZERP!

ADXERPP: Unlike Google adwords, which are inserted into keyword search results, adxerpps are contextual layers within the xerpp itself, revealed during interactivity. First as a flash (like a deja'vu), then as a fragment, then adding semantic motion... Each stage of content moves from enigma to impression to full revelation, using the power of the xerpp to create mystery, curiosity, and engagement. Advertising needs to be seductive, not just bombastic, in order to tease, allure, and invite users into new kinds of value transactions and experiences, i.e. VMS, ribbons, an other xtreme media.

XERPP.COM

END OF SLIDE DECK.