Brands use toobMAIL
products for campaigns.

ToobMail Mission

"Paperless mail initiative with epistolary archive and analog to digital ecosystem."

toobMAIL **Platform**

"Content marketing engine,
featuring new ad formats / new display technologies!"

from toobMAIL to . . .

The Toob

"The whole idea behind The Toob is that eventually it's going to be a different medium than the web -- different than print, or TV, or radio, or games -- it will be its own articulated medium borrowing from these antecedent formats, yet completely an event of its own.

It will in itself depend on its digital nature to define its possibility. And when the gigabit speed internet arrives, this is the time when this 'new media' architecture should be ready for rollout."

The Toob

American legacy recreated in beautiful HS3D 360° video. *Only on The Toob!*

3D Toob: NASA *The Toob, in contradistinction to ToobMAIL, is a specialized timeline and premium archive service which institutions, business entities, public figures and private families can acquire as a historical record of existence, where holdings such as biographies, personal artifacts, legal certifications, lineages, and public records are therein constrained for preservation. It is conceived of as a "digital vault" where one could find photographs, voice recordings, or 3D models of a person's digitized stature, for instance, all securely registered, aggregated and evidenced, in great detail and resolution, serving collectively as a time capsule of civilization and its epochs. The Toob, the master archive of records, then, can be withheld for private/familial observation only, or held for public, in whole or part. As the apex, and far extension of the ToobMail service, it is reserved, in kind, as an unparalleled mode of verisimilitude, marked in name by "ultra realism," rendering forward a vivid collection of memory and significance so preserved for posterity.

toobMAIL I.P. \ IT
The intellectual property, as follows, illustrates the look and feel of toobMAIL products and IT. As such, it offers an extended view of what the digital horizon holds for converging entertainment, brands and communication frontiers.

← →

toobMAIL HotPaper Schemes

toobMAIL brings story moments to
life with "collectible sequences"
that can be purchased (for .25
cents) from the HotPaper store
and added to your media library
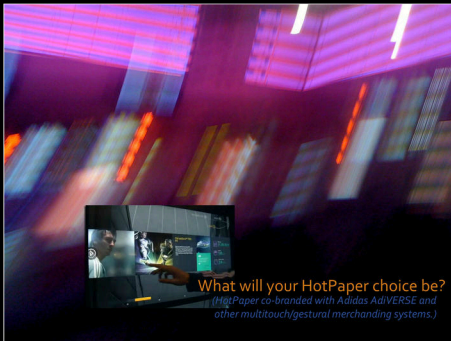(for use in any HotPaper
toobMAIL message).

← →

HotPaper Tools | Campaigns

Any developer can create any tool
for any imaginable HotPaper type.
As well, agencies release special
campaigns from your favorite
consumer brands, content creators
or media personalities using the
engaging and immersive platform.

VMS Text Scheme

2-way messages are contained within the content-based scheme where texting is "staged" within levels. Here users move the chips to reveal the hidden text, with levels for each reply installing FX, story, and brand message.

What will your HotPaper choice be?
(HotPaper co-branded with Adidas AdiVERSE and other multitouch/gestural merchanding systems.)

← →

HotPaper Store | Apps
The virtual HotPaper store allows users to engage with content from across the web and beyond. Through custom HotPapers, new discovery of the web, product culture and media culture is coupled to personalization.

A2D: The Future of Paper
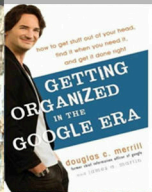
Global A2D paperless objectives reduce unsolicited Junk Mail impact.
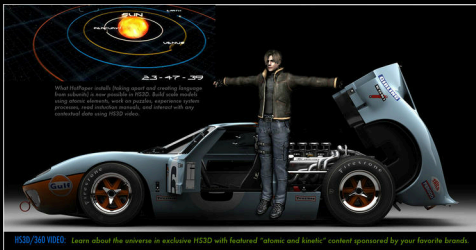
A2D Paperless (and Email ID)

A2D (analog-to-digital), a singular paperless solution, coordinates with increased internet security and identity management by connecting your personal data and vital records with your official USPS/US.Gov managed Email ID.

toobMAIL Stamps

toobMAIL stamps take users on a journey into secret places across the web prepared just for toobMAIL'ers. Access special movie content, bios, sneak product previews, commercial outtakes, and other toobMAIL exclusives.

SUN

23-47-39

What HotPaper installs linking apart and creating language from subatomic is now possible in HS3D. Build scale models using atomic elements, work on puzzles, experience system processes, read instruction manuals, and interact with any contextual data using HS3D video.

HS3D/360 VIDEO: Learn about the universe in exclusive HS3D with featured "atomic and kinetic" content sponsored by your favorite brands.

← →

The 3D Toob: HS3D Video

Modeling real-world events, people, places and things encodes provenance, history, hierarchy and more with 360-degree 3D inter-active realism. Now with HS3D video you can look, touch and learn using contextual HS3D tools.

← →

Visual Voice | VMS Mailbox

Rich Voice offers visual menus on your handset dialer, with VMS glyphic commands, PPI data, and more. The enhanced voice/data telco UI and VMS mailbox is designed for new IP telephony (with ad-integrated video VPA).
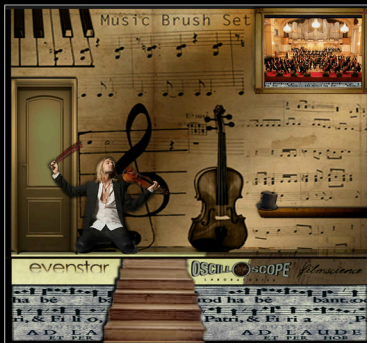
Classic HotSpace (D. Garrett)

HotSpace showcases green
screen video, composite graphics
and scripted interactivity, present-
ed within a classic mise-en-scene.
Enjoy premium content from your
favorite brands and stars
enhanced by in-app upgrades.

Classic HotPaper (HyperArt)

HyperArt, fine collectible canvas hypermedia, provides the viewer with an immersive look at classic art genres, within an exquisite HD proscenium display featuring custom HotPaper tools. Acquire favorites for your personal Toob.

← →

toobMAIL Hypermedia Tech
toobMAIL innovates hyperlink
technology with AR real-world
story parts, inline storyworld
HoverLinks, and 3-Deep
interactive AV motion formats.
Your media mail experience just
went viral. "Love my webmail 3.0!"

← →

Play-to-Learn (Game Protocol)
Tutorial assistance within your
XipCode: teachers, neighbors and
parents can interact with "toobers"
via screencast to help students
create multimedia content rooted
into visual and alphabetic culture.

VMS | PaperPlay | Mobcasting

Mobcast, mobsource, mobsurf on
VMS using dynamic content and
real-time programming that
connects users with interactive
streams tailored for snorkeling UI.

← →
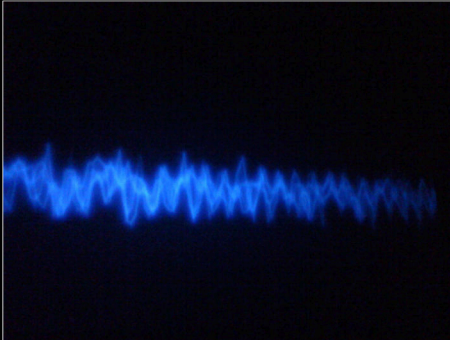
Invisible Audible Ink

"Visual" Voice app for VMS
(or HotPaper): send your visual
message using your own custom
voice font, or choose from the
IAI font library to create dramatic
message FX and content.

(Z-axis) 3D Movie HotPaper

Read and create your text or graphic messages in 3/2-G. As well, for the BrainGum TV series, "telescopic lenses" emulate 3D depth of field and curvature of space using 3/2-G optic lenses (Meet toober VPA on AR/VR/MR.)

Content-based email
w/ out-of-the-gate
monetization
features Theatrical Marketing Campaigns
Music Video Releases, TV Teasers, I.P. Radio,
Voice-based Spots, Fast & Durable Consumer Goods
& more.

TOOB MAIL

interactive
dynamic
visual
multimedia

Brand Spankin' NEW!

"Rich media communication, messaging platform and official document service."

Use Cases

Product Categories

Enterprise, Institutional & Consumer Facing

including Academic, U.S. Gov., Postal, B2C / C2B / B2B, Legal, Health Care, DMV, Banking, Credit Bureau, and other A2D (analog to digital) documents, letters & mail formats.

- Job Applications
- Offical Transcripts
- Employee Manuals
- Birth Certificate
- Policies & Contracts
- Recommendation Letters
- Resume
- Letters to Congress / HR
- U.S. Constitution
- Universal Profile Data
- Letters to Santa Claus
- Presidential Addresss & Transcripts
- KeyNotes / Speech Transcripts
- Corporate Communications
- Letter to Editor
- Invitations
- Report Cards
- Standardized Class Notes
- Digital Passport
- Digital Driver's License
- Greeting Cards
- Banking Statements
- Billing Statements
- Love Letters
- Letters of Intent
- Coupon Mailers
- Product Registration
- Geo-location HoverMail
- Post Cards
- Marriage License
- Death Certificate
- Wills

Core Technologies

Product Modules

toobMAIL
Advanced Email Technology Suite

- U.S. Gov. EMAIL I.D. w/ A2D Paperless
- toobMAIL Composer
- HotPaper Store / Stationary
- HotPaper Tools
- toobMAIL S.P.
- Movie Stamps
- Fan Mail
- Pen Pal Network
- Voice Fonts
- Pop Spots
- Play-to-Learn
- Identity Masks & Totems
- XipCodes
- toobMAIL events

The Toob
Premium Internet Experiences

- Hot Space
- HS3D Video
- BrainGum
- RBW I.P. Radio
- HyperArt
- InkSquirts
- toobShirt

VMS
Variable Message Service

- VMS ADR Characters
- Visual Voice
- IYPWIIC
- PaperPlay
- Mobcasting

Slingo
List Aggregation/ Curation + Sharing

- XipCodes
- SuperLinks
- StarLists / GridLists
- Sharepool
- GoStories
- Slingo Button
- ColorSpace

MEDIA TECHNOLOGY FRONTIERS

After all, my intent and a writer's duty is to defend alphabetic technologies in an age of post-alphabetic literacy, when the significance of the written word — upon which our freedom is based — continues to be challenged.

Just like the hyperlink, the alphabet is a primary technology. Add "AVX, VMS voice fonts, 3-Deep photography, hypervideo,..." to create new kinds of media technologies — the potential is unlimited.