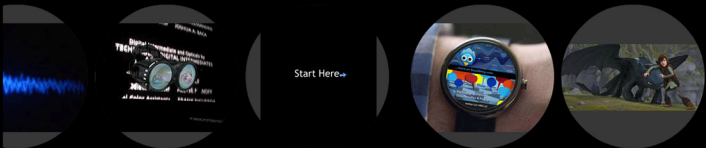




*Content-based E m a i l with out-of-the-gate Viral Ad monetization.



"HotPaper-based email platform. App-based email tools and composer. Viral messaging with ad-based client." CREATE VISUAL EMAIL. 

Start Here →



Start Here for Pre-Viz

Be sure to click the corner arrow (below) to view additional content after reading each blurb. Enjoy the slide show, which presents a "pre-visualization," showcasing new IP/IT unique to the tooBMAIL site.



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." *A. Green*



← → toobMAIL I.P. \ IT

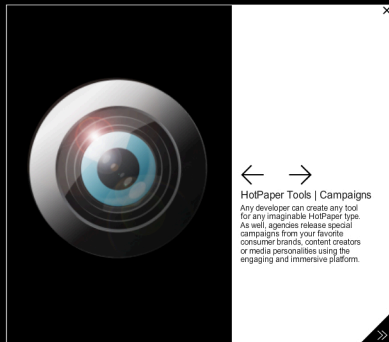
The intellectual property, as follows, illustrates the look and feel of toobMAIL products and IT. As such, it offers an extended view of what the digital horizon holds for converging entertainment, brands and communication frontiers.



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).









GeoFencing and Telematics:
Integrated LBM w/ Slingo
and toobMAIL formats.



Content-basis enables adaptive
strategy for emerging market

HoverMail (location "hoverlists")
G-Money
PlusKids
VMS
and more.

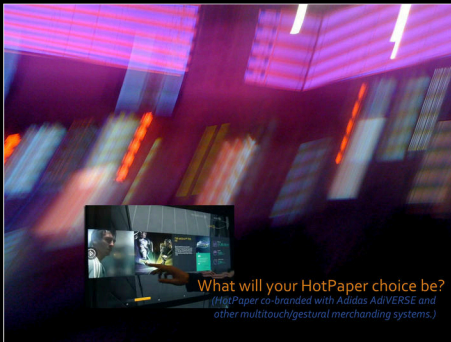


Who will own the GeoFence Network?



LBM and toobMAIL

Location-based media at grocery
stores, movie theatres, sporting
events, ... connect seamlessly
with VMS mobile communication,
crossplatform PaperPlay ads,
toobMAIL's CRM letter format, and
BrainGum TV product placement.



What will your HotPaper choice be?

(HotPaper co-branded with Adidas AdiVERSE and other multitouch/gestural merchandising systems.)

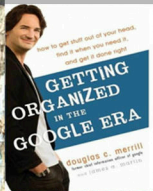


HotPaper Store | Apps

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)

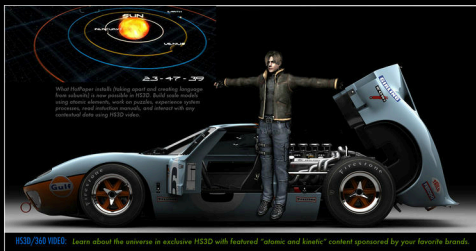
A2D (analog-to-digital), a singular paperless solution, coordinates with increased internet security and identity management by connecting your personal data and vital records with your official USPS/US Gov managed Email ID.



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.





What Halfpiper installs (taking apart and creating language from scratch) is now possible in HS3D. Build static 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 interactive 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, presented 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.

Blue Sky
DREAMWORKS
Disney

ToobMail Composer (Kids' version)

VMS
with Flick and Dot
Disney Content Pool
My Toob
A Bug's Life Tools




Browse Toolsets
ADD Upgrade Bundle

Hi, JARED! YOU JUST GOT A MESSAGE FROM ORPHELIA. . . SHE HAS INSTRUCTIONS FOR TONIGHT'S BRAINGUM EPISODE. ONCE YOU FIGURE OUT YOUR STORY MAP YOU'LL BE READY TO FOLLOW THE CHARACTERS ON THEIR JOURNEY.

AND BE SURE TO CHECK YOUR VMS FOR YOUR FIRST STORY CLUE.

← →

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!"

»



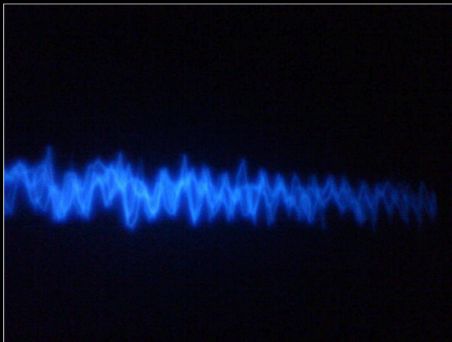
Play-to-Learn (Game Protocol)

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. (See Startl.org for resource pool.)



VMS | PaperPlay | Mobcasting

Mobcast, mobsourc, 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 Oculus Rift.)