

*Brands use toobMAIL
products for campaigns.*



<http://tinyurl.com/c5c9z2n>

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." *A. Green*



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.



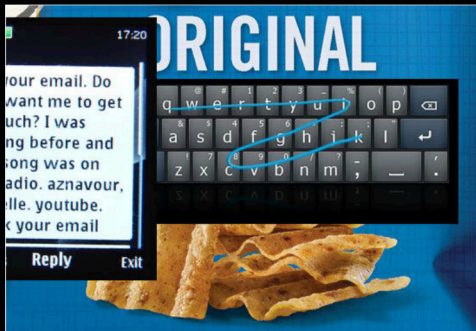
toobMAIL HotPaper Schemes

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).



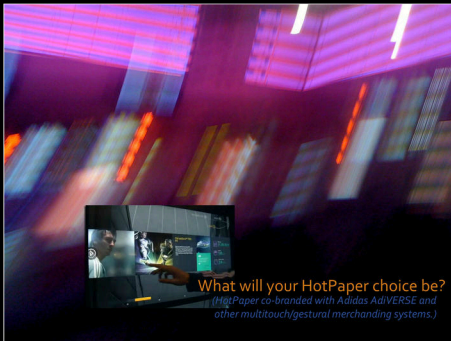
HotPaper Tools | Campaigns

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?

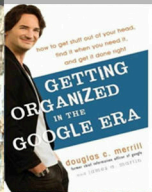
(HotPaper co-branded with Adidas AdiVERSE and other multitouch/gestural merchandising systems.)



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.*



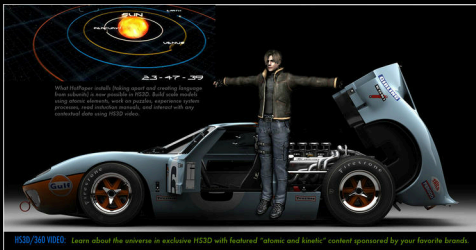
A2D Paperless (and Email ID)

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 initially (looking apart and creating language from scratch) is now possible in HS3D. Build wide 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.



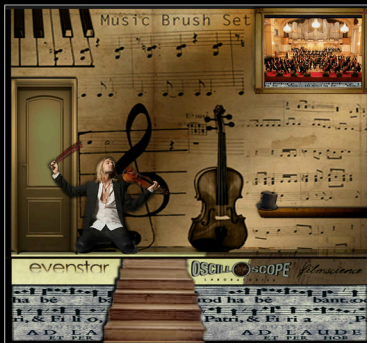
The 3D Toob: HS3D Video

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 tekco 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.



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!"



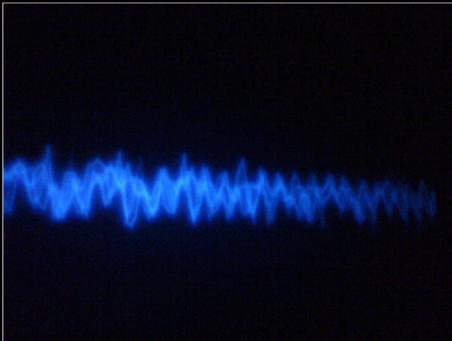
Play-to-Learn (Game Protocol)

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, 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.)

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.



TOOBMAIL

interactive
dynamic
visual
multimedia



"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
Official 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 Address & 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
IYPWIC
PaperPlay
Mobcasting

Slingo
List Aggregation/
Curation + Sharing

XipCodes
SuperLinks
StarLists / GridLists
Sharepool
GoStories
Slingo Button
ColorSpace

w/toobMAIL rich media subscription content-based
marketing / branded entertainment Ad Platform.

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.