

*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." *John Hanke*



## *The Toob* 1969

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.



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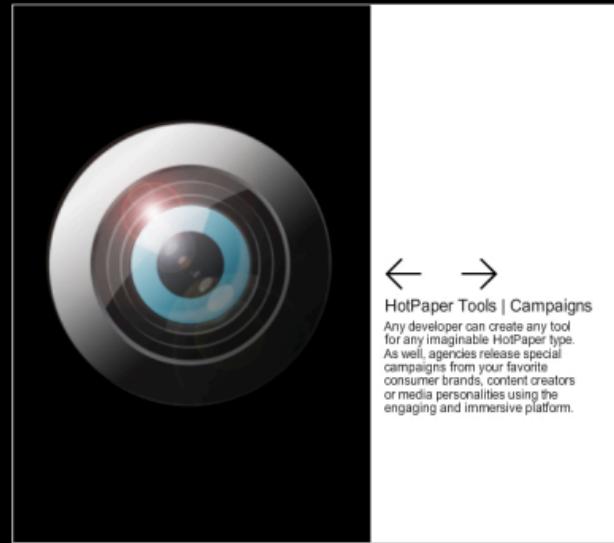
toobMAIL, I.P., \ IT

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 text 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.)*

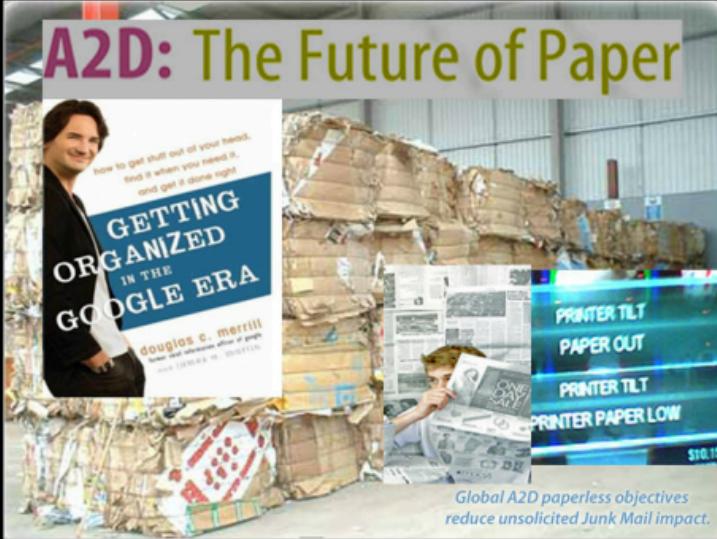


#### HotPaper Store | Apps

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



## 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.

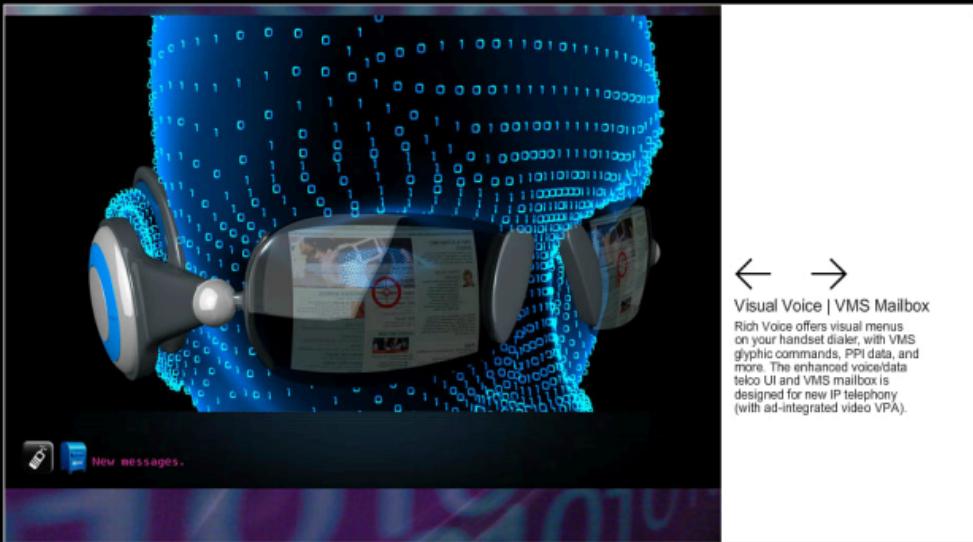
What H3Duser initially looking apart and creating language from scratch is now possible in H3D. Build scale models using atomic elements, work on puzzles, experience system processes, read instruction manuals, and interact with any contextual data using H3D video.

HS3D/360 VIDEO: Learn about the universe in exclusive H3D with featured "atomic and kinetic" content sponsored by your favorite brands.

← →

**The 3D Toob: H3D Video**

Modeling real-world events, people, places and things encodes provenance, history, hierarchy and more with 360-degree 3D interactive realism. Now with H3D video you can look, touch and learn using contextual H3D tools.



#### Visual Voice | VMS Mailbox

Rich Voice offers visual menus on your handset dialer, with VMS glyptic 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.

ToobMail Composer (kids' version)

Blue Sky  
DREAMWORKS  
Disney

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

← →

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!"



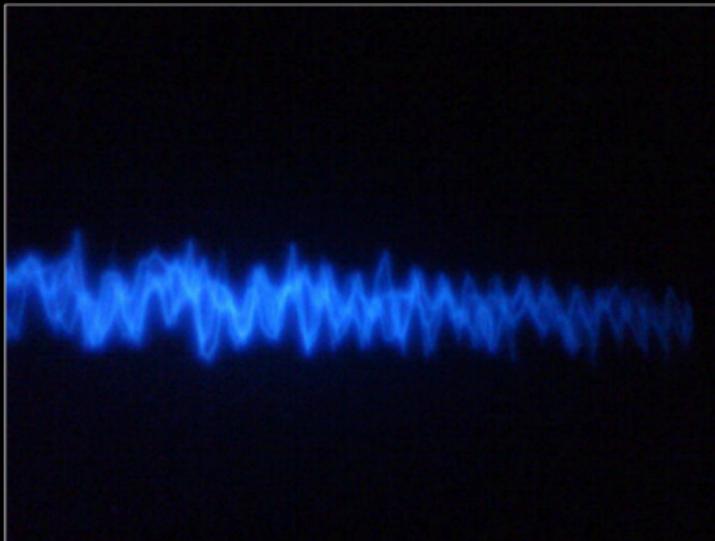
#### Play-to-Learn (Game Protocol)

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 HotPapers): send your visual message using your own custom voice font, or choose from the 1AI 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.



**TOOB MAIL**  
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 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

<b>toobMAIL</b>	<b>U.S. Gov. EMAIL I.D.</b>
<b>Advanced Email Technology Suite</b>	<i>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 &amp; Totems XipCodes toobMAIL events</i>
<b>The Toob Premium Internet Experiences</b>	<i>Hot Space HS3D Video BrainGum RBW I.P. Radio HyperArt InkSquirts toobShirt</i>
<b>VMS</b>	<b>VMS ADR Characters</b>
<b>Variable Message Service</b>	<i>Visual Voice IYPWIIC PaperPlay Mobcasting</i>
<b>Slingo</b>	<b>XipCodes</b>
<b>List Aggregation/ Curation + Sharing</b>	<i>SuperLinks StarLists / GridLists Sharepool GoStories Slingo Button ColorSpace</i>

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.*