

ESP



Persistent Desktop Presence

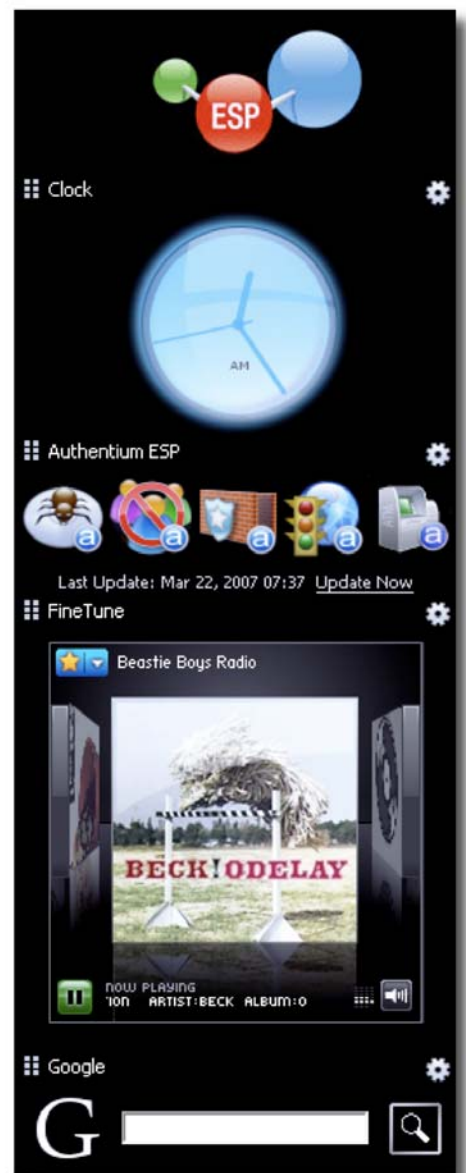
Destinations change. Home awaits...

The internet is a vast and expanding universe of information and entertainment destinations all furiously trying to capture the clicks and visits of as many web users as possible. That audience is fickle, and will unpredictably change their frequented destinations as soon as a 'hotter' web-property garners their attention. Web 2.0, with the focus on personalization and community is solidifying this trend, congregating groups of users around 'uber-brand' destinations (YouTube, MySpace, Google) and leaving others struggling to carve out a niche; however, even the web's largest brands can't rest, as they can still be toppled by more innovative competitors...

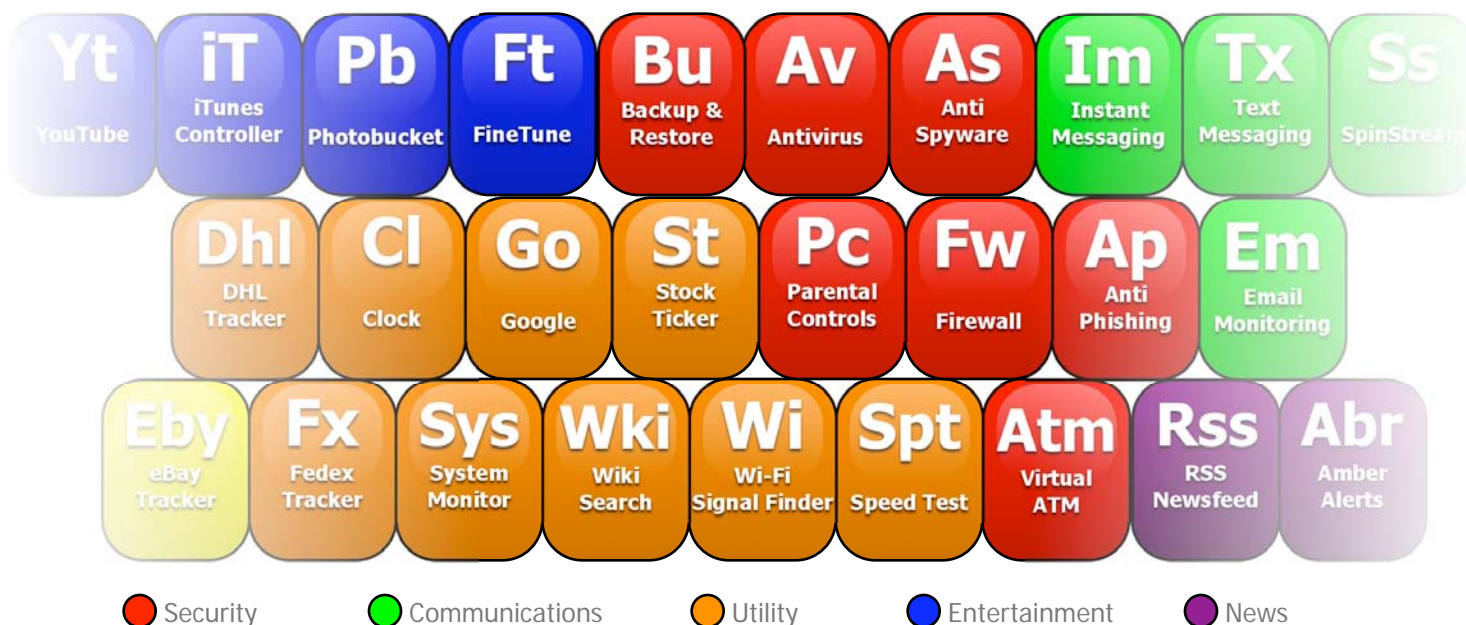
How do you create or protect your value as a web destination and retain your user base? Simple. **Stop being a destination.** Destinations must be traveled to, and people are easily lost or diverted. Instead, leverage the world's desire for content and carve out a persistent presence under YOUR brand on the user's desktop; put the power of the web's biggest brands to work for you. Introducing Authentium ESP Elements platform...

Authentium Elements is the world's first secure 'widget' platform. Non-secure widget environments are designed to enable "open access" – including open access to potential hackers, and criminals bent on "hijacking" your brand. Only ESP Elements enables fast development, deployment, and in-market authentication of secure desktop applications, using standard HTML and AJAX design approaches, Authentium's ESP Extensible Service Platform and license-management system, and Authentium's patent-pending TSX-based technology.

Elements is designed for brand protection & revenue generation. Elements unites the requirements of compelling content, revenue opportunity, community building, and security into a single desktop tool that is indescribably 'cool' to the user and valuable to the brand provider. Your brand sits atop the collection of communication, utility, entertainment, security and other 'elements' you decide to offer. Fix certain items as mandatory, or leave the platform open to complete user customization; either way, your brand is perpetually present. Don't be the destination, be the home.



Periodic Table of Elements



...and an infinite number more from our partners, your partners, our IP, or your own properties.
Authenticated and secured, the potential is limitless!

SpinStream – The Community Builder

Authentium SpinStream is a revolutionary new desktop application and Element that enables end users to share their interests and 'spin' on websites or other content. Each SpinStream participant transparently creates their own blog, RSS feed and distribution 'channel' simply by dragging and dropping web links or content into the SpinStream, adding their personal commentary, and giving it a positive, negative or neutral 'spin'. Their entries are immediately visible on the desktops of their friends or others in their web community. Imagine the entire catalog of interesting web content filtered and distilled for you by those who know you best and share your interests...

Signing up for SpinStream is easy, and takes less than a minute – and registration details become the property of the masthead owner. SpinStream's registration tools enable masthead owners to grow their user bases and group users by interest or forum topic.

