

The Information Trust Exchange (ITE)

...a new model serving both content providers and information consumers

Existing Internet/Digital Businesses

- User ID/Password
- Payment Plans
- Examples
 - NY Times
 - Apple News
 - Facebook News
 - Your Newspaper
 - Others



ITE ID/User Pass

- Unique ID assigned by user's service provider
- Could Use Near Field Technology
- Smartphone Embedded
- Platform Neutral
 - Tablet
 - PC
 - Print



ITE Prototype Media Partners

- Lifestream
- Nebraska Network
- PMP

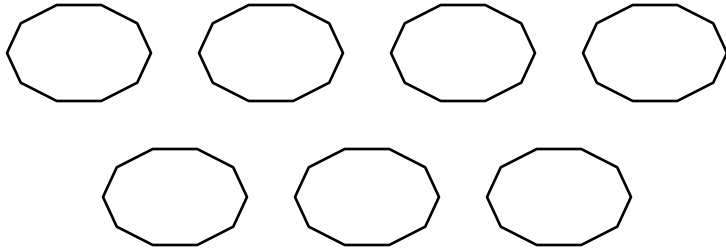


ITE Benefits

- Allows existing Internet businesses to continue current operations and participate in the ITE Exchange
- When ITE ID Pass Holders migrate among ITE partners, ITE member businesses can share in revenue generated for content consumed
- Information consumers gain
 - Ease of navigation
 - Atomized Content
 - Pay per Piece
 - Permission Based Profiling

1

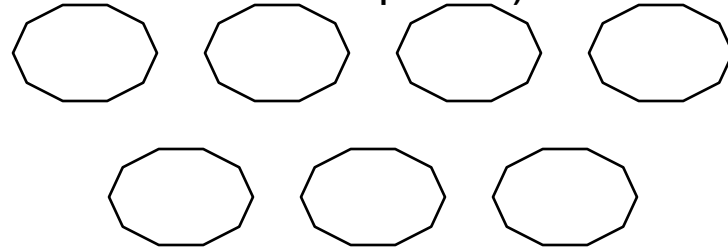
What exists now



Publishers operate information silos with their own passwords, payment plans and content

2

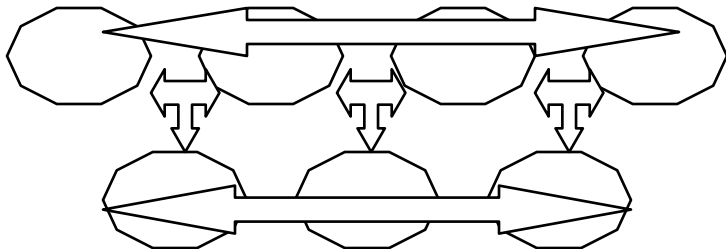
We must create a network for these publishers (and other content creators and service providers)



Publishers may continue to operate their silos while the network provides access to their content and delivers revenue to them from outside their silos.

3

Provide a network passkey to enable individuals to access content across the network



Publishers provide the passkey to their own subscribers/users or others who access the network from the publisher's site.

4

What creators of the network must provide

For consumer users -- one account, one ID and one bill to acquire content from multiple, otherwise independent sources. **For content providers** - variable pricing for discrete information objects in real time. **For service providers** -- purchasing content at lower wholesale prices and reselling it at higher retailer prices. **For advertisers** -- reaching relevant consumers with personal messages, and rewarding service providers and users directly – for the privilege of delivering messages.