The **Information Trust Exchange** (ITE)

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

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

ITE Prototype Media Partners
- Lifestream
- Nebraska Network
- PMP

ITE ID/User Pass
- Unique ID assigned by user's Service Provider
- Platform Neutral
    - Tablet
    - PC
    - Print
- Or Smartphone Embedded
- And Near Field Technology

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