

sMyline™ Platform Capabilities Summary

Smart Setup



Pre Desktop Environment

First Boot

This is an initial setup environment for the device. It guides the user through a selection of services and settings to optimize their PC experience.

- Features -

- Security
- Connectivity/detection
- Browsing
- Search
- Productivity
- Utility software
- Warranty
- Registration
- System usage profiles
- Consolidated transactions

Refresh at 18 months

PC Refresh

This critical refresh extends the product's productivity, optimizes performance, and tunes up their PC. Actions include replacing expired trials /services and updating applications.

- Features -

- Media player
- Homepage
- Default system setting for search
- Application defaults
- Warranty clock / extended warranty
- Registration
- System data
- Registry and hard disk clean up with guided technical support

sMyline™

This is our primary desktop interface. It is a local client with full Web 2.0 functionality. This is an active, managed client environment with daily updates.

- Features -

- Customizable user driven interface and behaviors
- Drag and drop interface
- Multiline thematic groups and options
- Desktop organization
- Integrated utilities and 3rd party applications
- Easy access to frequently used programs, music, pictures, etc.
- Discreet presence on the system

Video

We partner with some great brands to deliver video to the desktop. No more surfing site-to-site to find clips snips; complete stories, everyday in one central location.

- Features -

- Free and Paid streaming video content
- AP, YouTube, Meta Café
- Integrated video ads
- Contextual ads
- Local content
- Product info

Application Zone

The Application Zone is an App Store that provides a focused presentation arena to showcase select services and products. We assemble, distribute, and support full application downloads and trials.

- Features -

- Key product detail
- Rich media with descriptive narratives, videos and links to detailed web pages
- Micro-catalog enabled
- Updates over life of PC
- Manages installations, downloads and service activations
- Comprehensive platform for communicating offer's value



sMyline™ Platform Modules Summary



Shopping

Presenting the products most typically used throughout the device's lifecycle, catalogs can be customized to match usage patterns or OEM preferences.

- Features -

- Secure – local encryption
- Local catalog
- Online/offline functionality
- Federated shopping cart – many from multiple locations with single transaction
- Extended web catalog
- Purchase history
- Integrated wish list for future purchases
- Micro catalogs



News Center

A centralized news feed from multiple leading news sources and wire (managed and cached).

- Features -

- RSS feeds
- Continually updated content at determined time intervals
- Add, delete functionality
- Focused viewing environment
- Wide selection of sources and custom channels



Add-ins

A modular form factor with standard functionality to incorporate product services or utilities directly into the desktop interface for an enhanced presentation.

- Features -

- SDK-driven requirements
- Application optimizes user experience with device's abilities
- Supports rich media presentations
- Leverages device hardware abilities



System Dashboard

A reference source for users that enhances the ability to find technical answers and determine 'at-a-glance' system performance status. Highlights appropriate Partners' solutions.

- Features -

- Showcase , integrate and leverage existing OEM utilities
- Battery monitoring
- Hard drive monitoring
- Third party integration
- System data capture for optimization
- Rich reporting for analysis



Web Support

As most web traffic from devices moves towards "search," we help direct traffic to valued partner destinations based on user preferences, profiles and search terms.

- Features -

- Directed traffic
- Set default for Search, homepages and browser
- Support for toolbar components and add-ins
- Redirect ability
- Priority settings for partner web services



Message

We don't do email messaging...sMYline has a direct, private channel straight to the desktop. The messaging program can conduct surveys, target specific customers and measure and report results.

- Features -

- Users can set how they engage with messaging
- Targeted messaging to select users and/ or segments
- Contextual in delivery
- Survey functionality
- Supports a variety of content and file types including Flash, videos, animated GIFs.
- Detailed reporting



OASIS Cloud Functionality

System Reporting	LASR Targeting	Scalability	Dynamic Update Capabilities	Registration	Aggregation	eCommerce
<p>First, we respect our user's privacy and do nothing to compromise that trust. We look for key data points on the system that can characterize those systems. We report data every twelve hours to our servers.</p> <p>- Features -</p> <ul style="list-style-type: none"> • Standard weekly reports • Collect click-stream, registry, entries WMI info, web traffic patterns and user selections • Custom reports available on demand 	<p>A key differentiator for DDNi. We can use key system traits and our platform input to target specific opportunities with specific audiences. It is the combination of key data points that gives us this ability.</p> <p>- Features -</p> <ul style="list-style-type: none"> • Targeted messages to user segments based on multi-dimensional data models • Message optimization with A/B testing • Behavioral modeling and metrics • Trend analysis 	<p>Our infrastructure is designed for rapid deployment to support quick growth of the installed base. We measure and test each step of the way to ensure a seamless experience.</p> <p>- Features -</p> <ul style="list-style-type: none"> • Multiple data center locations • Distinct development, test, and production environments 	<p>A key metric for us is the number of users we serve daily. The sale of the device isn't the end of the transaction, it is the start of a relationship. OASIS communicates with client devices every 200 minutes to check status and do updates, if needed. As the user learns and grows with their device so does the platform.</p> <p>- Features -</p> <p>Consistent opportunities for engagement with updates to:</p> <ul style="list-style-type: none"> • Full applications • Product catalogs • Partner placements • New offers • New targets • New reporting 	<p>We treat registration as a program not just an event. It is a key part of a lasting engagement with customers. Activating the warranty and extending it beyond the original relationship is key to driving user loyalty and repeat purchases.</p> <p>- Features -</p> <ul style="list-style-type: none"> • Trend analysis • First boot enabled • Web registration resources integration • Reminder functionality • Product usage declarations • Mid cycle harvest program • Loyalty enablement • Extended warranty 	<p>We centralize a user's web and "connected cloud" into a single experience. Also, we work with partners to ensure the software and services that they integrate into their digital lifestyle work for the customer from the start.</p> <p>- Features -</p> <ul style="list-style-type: none"> • Partner compatibility and resource harmonization • Download deployment functionality • Full metric reporting 	<p>A completely integrated, encrypted, local shopping experience designed to bring the frequently purchased items to your computing experience. The catalogs can be updated hourly to ensure the freshest offers are presented. We bring our partners to the desktop daily.</p> <p>- Features -</p> <ul style="list-style-type: none"> • Integrated local shopping cart and checkout function • Secure, encrypted transactions • Supports coupon functionality • User-viewable purchase history • Continually refreshed catalogs

