A New World Needs a New Internet

DoDots™

This is a Dot™

Dots™ represent an entirely new way to brand, package, and distribute your Internet content and applications. A Dot is essentially a small package of Internet content that is delivered directly to your customers' desktops. Anything that can be delivered on a Web page can be delivered in a Dot, including applications and rich media, but unlike a traditional Web page, your customer no longer needs to "go out" to the Web to interact with your content or your company.

This is a DotPack™

The DoDots proprietary messaging architecture allows Dots to work together in DotPacks. Dots "talk" to each other, so they can be combined in custom, multi-window Internet applications that deliver information on demand, provide a service, even close a sale. Compact and simple to create, Dots are nonetheless a versatile, powerful new tool for interacting with your customers.

Dots Run On Personal Computers

Dots and DotPacks are actively displayed on your online customers' desktops and can be viewed while using any other application, eliminating the need for your customers to stop other work to access your Internet content. Any number of Dots or DotPacks can be open and running simultaneously, providing your customer with a rich Internet experience. Dots provide you with direct access to your customer and a persistent presence on their desktop.

It's A New World

Business as usual? Not anymore. The Internet has changed everything. It's made the world a smaller place and the market a bigger space. The opportunities are global.

But the Internet's original promise has hit the wall. Content flows freely—which is great, unless it's your content. Brands co-mingle on Web pages—which is fine, unless it's your brand getting lost in the shuffle. Access to information is limitless—which is wonderful, unless you want people to actually read and understand your message.

The Internet today doesn't work for your business or your customers. And if someone doesn't do something, it's going to get worse before it gets better.

Off the Desktop
The Internet is expanding beyond the desktop, fast. Soon more and more of your customers will expect to access your content—and do business with you— from anywhere, anytime, on a variety of devices. And they'll expect not just any content, but content that's specific to them. They won't sit still to page through your Web site. Much of the time, they won't even have a browser.

DoDots: A New Internet

DoDots is a digital infrastructure company. Our technology enables you to deliver your Internet content—your brand, products, applications, and services—directly to your customers, regardless of their physical location, platform, or device.

Dots focus content on the customer. They create more personal, private, and secure relationships online. It's not just a new and better way to deliver content: it's a new and better way to build brands, drive sales, and increase advertising revenues.

DoDots technology also allows you to understand what your content is doing: how it's being distributed, collected, used, and shared. For example, with DoDots, you know how many unique users are accessing your content, how often, and for how long.

As a simple, quick-to-deploy way of packaging and delivering your content, DoDots Technology is ready to help you revitalize and extend the realm of your Internet business now. And the scalable DoDots infrastructure will enable you to exploit new ways of using the new Internet of the future.

Dots Go Mobile
The DoDots digital infrastructure allows you to automatically extend Dot-based content and applications to your customers' mobile devices, letting you reach your customers with relevant, branded content or applications anytime and anywhere. Our solution allows you to optimize content delivery for each device, while providing a seamless customer experience, on and off the desktop.

Wherever the Internet Goes, Dots Go
The DoDots extensible architecture will allow you to deliver Dot-based solutions to virtually any Internet-enabled device and is designed to accommodate the future innovations of the industry, our partners, and our developers. As the Internet moves off the desktop and as customer behavior evolves, our technology assures long-term viability for your content, applications, and services. Wherever the Internet goes, Dots will go.

DoDots Today

New access devices and new user behaviors are rapidly changing the Internet and for savvy businesses expanding its potential by orders of magnitude.

DoDots solutions can change the way you do business online now—and make your Internet initiatives more effective, more successful, and more profitable.

DoDots today can multiply the uses and effectiveness of your Web site...create new opportunities for packaging and distributing content you already have...broaden your reach, and build your presence on the Internet.

Drive Sales
With DoDots technology, you can build product awareness, increase customer response and interaction, remove barriers to purchase, and shorten the sales cycle. Dot-based product offerings have distinct advantages over other Internet sales tactics.

Delivered directly to the viewer's desktop or other device and displayed persistently, they increase exposure of your message. Dots are inherently "permissioned," so people who receive them are effectively pre-screened as receptive prospects. Dots can be designed to take a viewer to other Dots or to specific Web pages for additional product and sales information. Because Dots can be configured to include any application, customers can even purchase products or services directly from them.

Increase Advertising Revenue
DoDots technology delivers advertising in context with your targeted content, creating demand and awareness directly from the Dot, increasing advertising efficiency and response rates.

As a Web publisher, Dots enable you to offer advertisers more effective, and more valuable ad services. And as an advertiser, you can count on increased sales and revenue from Dot-based advertising—as well as building better relationships with your customers online.

Distribute Content Faster and Farther
Content providers and publishers, from media and news organizations to entertainment companies, are adopting DoDots technology for the simple reason that it represents a better, more timely, more profitable way to brand, package, and distribute digital content and applications.

Dots can distribute news in real-time—essential because the value of news diminishes quickly. Because Dots are delivered directly to desktops, they're available and viable for longer periods throughout the day, extending the useful life of both content and advertising. Dots also extend the reach of your content and applications beyond traditional distribution vehicles, such as PCs, as the Internet extends to other devices.

Track More Page Views and Clickthroughs
Dots have been proven to increase viewers' use of online content and applications by as much as 3000%.

Because many Internet businesses today are built on advertising revenues, Dots are configured to provide comprehensive, auditable reports on number and frequency of page views, unique users, and clickthroughs. And Dots can track and report on the same metrics as the Internet leaves the desktop. The DoDots infrastructure is equipped to monitor Dot activity regardless of where it takes place, on or off the desktop.

Deliver Dots as Rich as Your Media
Anything that can be put on the Internet can be put into a Dot. So Dots can deliver your existing media content, from graphics and text to streaming stereo music, digital video, or virtually anything else. And with DoDots technology, various types of content can be grouped.

Delivered in packs, Dots can be configured to "talk" to each other and interact when opened. DotPacks provide users with a richer experience. They give you a way to distribute content that's both more engaging and more profitable—for example, an advertising message coupled with a sales application—in a single package.

Escort Customers Through the Sales Cycle
StartSampling uses Dots to distribute free product samples to interested consumers. By "ticking down" on remaining samples in real time, this Dot adds both urgency and interactivity to the product information at hand. Users can keep abreast of sample Web site offerings without opening their browser. Beyond acquiring prospects, Dots can also take customers through the entire sales cycle, from initial product awareness to purchase.

Deliver News and Data on Time in Real Time
CNET uses Dots to distribute timely industry news, product reviews, and shopping information. Like all Dots, CNET Dots can be configured to open upon startup to provide viewers with industry news when they turn on their PCs or other devices at the beginning of the day. Dots can be set either to sit on top of other applications or recede to the background—but still update in real time to meet users' information needs.

Reach Customers Ready to Buy
MapBlast uses Dots to deliver maps directly to customers on the go from where they are to their advertisers' nearest location. Over time, and especially as the internet extends beyond the desktop, this type of immediate, "context-based advertising" will increase advertising efficiency by delivering information and offers just when customers are nearby or otherwise likely to buy.
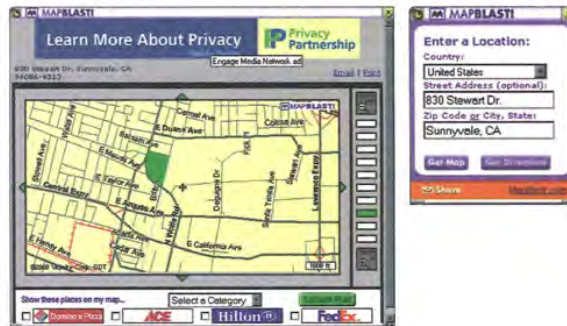
Brand Your Content All Day, Every Day
Using Dots to distribute its Word of the Day feature and the Merriam–Webster Dictionary online, Merriam–Webster has dramatically increased the number and duration of user views of M–W content. The Dots reside on the user's desktop—fully functional, whether there's a browser open or not. Because Dots work alongside other applications, customers can use the dictionary and a word processor, or other application, simultaneously.

DOCKET ALARM

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