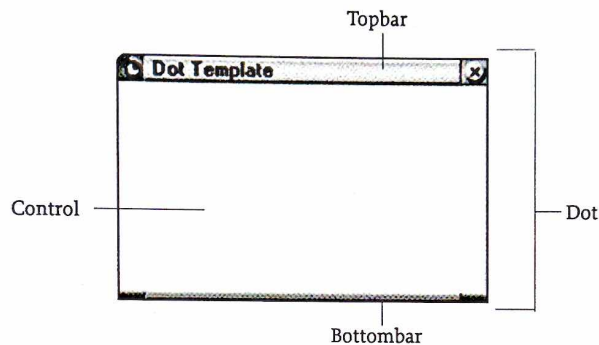# DoDots Technical Overview

DoDots Technical Overview

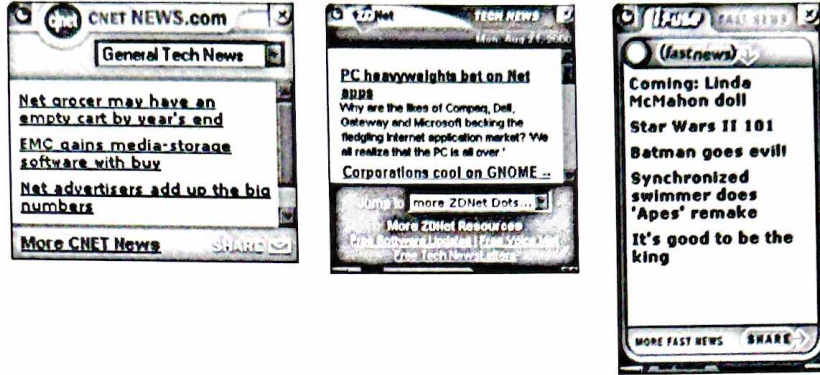## THE DOT™ DEFINES THE PACKAGE FOR CONTENT AND APPLICATIONS

Dots™ are packaged pieces of branded Internet content and applications. The Dot descriptions are constructed of three primary elements: the Topbar, the Bottombar, and the Web Control. Groups of Dots, called DotPacks™, can work together, using Dot messaging, to give users a full application experience. Through the DevDot™ and Dot messaging, developers have access to all the elements of Dots and DotPacks, and can create branded, smart packages targeted to specific customers.

Topbar

Control   Dot Template   Dot

Bottombar

In the Topbar, Dot developers can increase customer awareness of brand. Dot developers have complete control of the title, background color, and image of the Topbar and can easily add branding information to the Dot. Every time users open Dots they see brand images and names. Data collected from users indicate that Dots get opened more often and stay open longer than Web pages. Complete control of Dot branding, combined with this frequent use and persistence, results in significant gains in brand impressions.

The Topbar of a Dot also holds controls for users: the Dot Menu and the Close Dot Button. Users access the Dot menu by clicking on the Dot icon in the Topbar. The Dot menu contains standard menu items and items that are developer-defined. Clicking the close button on the right side of the Topbar closes a Dot. Users can also collapse a Dot by double-clicking the Topbar. This collapses the Dot so only the Topbar and Bottombar are visible. Users collapse Dots to make room on the display while keeping it ready for use. A collapsed Dot displays the branding information of the Topbar and Bottombar and increases the duration of brand impression.

1

DoDots Exhibit 2028
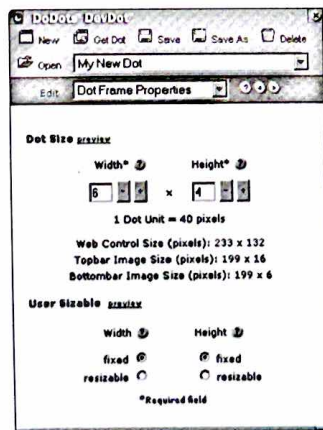Samsung v. DoDots IPR2023-00701

The Bottombar defines the lower edge of the Dot. Dot developers control the look and images displayed in the Bottombar and can use the Bottombar to extend branding. The Bottombar can hold user interface widgets for resizing Dots.

The Web Control of a Dot delivers the application or content rendered in a Dot. Dot developers can use the Web Control to render any information or function that can be delivered on a Web page, including HTML, JavaScript, streaming media, Flash, and others. The Web Control completes the Dot. The Topbar and Bottombar define the package. The Web Control contains the payload.

DOT DEVELOPMENT IS EASY

The first step to Dot development is designing and generating content for the Dot. Any content that can be displayed in a Web page can be delivered by a Dot. Dot developers can use their existing tools and methodologies to develop Dot content.

Developing a Dot requires very little effort beyond that needed to generate HTML for a Web site. Creating a new Dot creates an empty Dot description. The DoDots DevDot™ gives access to all elements of the Dot description. Configuring input fields provided by the DevDot, a Dot developer quickly sets parameters for the attributes of the Topbar, Bottombar, and Web Control.

DoDots Exhibit 2028
Samsung v. DoDots IPR2023-00701

The following table lists the elements of a Dot that can be configured using the DoDots DevDot.

CONFIGURIBLE ELEMENTS OF A DOT

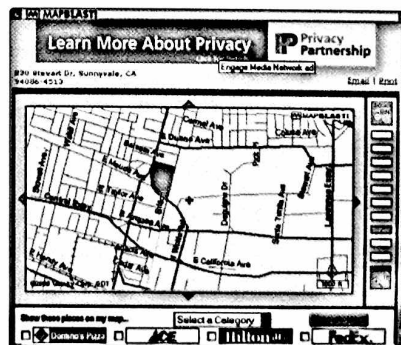|	
Dot Frame Properties	Dot dimensions; User resizing options
Topbar Properties	Dot title and alignment;Bar color and contained images; Bar style; Mouse-over and mouse-down user feedback; Options; Title width
Web Control Properties	URL to content
Bottombar Properties	Bar color and contained image
Dot Menu Properties	Menu items and JavaScript functions called by the item
Dot Index Category	(Dot categories are used to organize Dots in lists of available Dots accessed by users who are looking for Dots to collect)
Dot Publishing Options	Small logo for Dot links; Description of Dot for Dot links and promotion; Screenshot of the Dot for Dot promotion

The DevDot can be used by anyone who uses HTML or JavaScript, putting the benefits of Dots in the reach of everyone with a Web site.

DOT MESSAGING EXTENDS THE VALUE OF INTERNET CONTENT AND APPLICATIONS

Internet packaging is more than branding, size, and look. Internet users expect interactivity. Dots and DotPacks enable developers to create packages with the required interaction. Dot messages are extensions to JavaScript that enable Dot developers to build packs of Dots that behave like multi-window applications. Anyone who can create interesting Web pages can create great Dot applications.

3

This means that you can develop fully branded, Internet-driven applications that run on your customers' desktops.

Though it involves a bit more work, Dot messaging enables Dot developers to build application features into Web content without developing custom client software. For example, including the following code in an HTML source file can change the size of a Dot:

```
<Script Language = "JavaScript">
<!--
function Initialize(){
dot.size(6,8);
}
-->
</Script>
<Body ONLOAD="Initialize()">
```

Dot messaging includes messages that enable developers to control almost all characteristics of Dots. The brand impact made by Dot applications and the value delivered to users are limited only by imagination.

DOTS ARE DISTRIBUTED TO USERS

In contrast to destination-based and page-based Web content, Dots are distributed to users. Users instantly collect the Dots they want. Once collected, a Dot remains with the user until the user decides to discard it. DoDots provides several ways to distribute Dots:

· Links to Dots can be inserted anywhere a Web link can be placed, including on Web pages and in email.
· Users can collect Dots from an index of Dots maintained by DoDots.
· Users can use DoDots' share function to quickly send copies of favorite Dots to friends and co-workers.

GROW WITH A SCALABLE DIGITAL INFRASTRUCTURE

The DoDots server can serve millions of Dot definitions and user profiles because both are small and manageable. Dot providers serve Dot content the same way they serve Web content. No additional server software is required to provide Dots to customers. This infrastructure makes Dot development easy and inexpensive for providers.

THE DODOTS CLIENT SOFTWARE PROVIDES THE
FOUNDATION FOR THE DOT EXPERIENCE

Users are asked to Dot-enable their computers the first time they request a Dot. Dot-enabling a computer installs a copy of the DoDots client software. The user also receives a unique Dot-user account, a Welcome Dot, and the HomeDot. Users organize Dots and collect more Dots with the HomeDot. After Dot-enabling their computers, users are ready to collect and use Dots.

4

DoDots Exhibit 2028
Samsung v. DoDots, IPR2023-00701

DOCKET ALARM

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts

Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research

With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips

Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.