

Creating Super-Magnetic Communities At Internet Speed



New Opportunities For Growth And Profit



Why online communities are so important *now*

Every site manager faces these growing challenges: Upper management imposes stricter ROI requirements even as advertising costs rise and site traffic declines. Worse, solutions for generating traffic, such as adding stock quotes and weather are increasingly ineffective, and new or unique content is hard to find.

Clearly, new and more profitable venues for generating revenue are required – and with InteractiveMetro the technology to create them is yours right now.

Your turnkey solution to creating Super Magnetic Online Communities

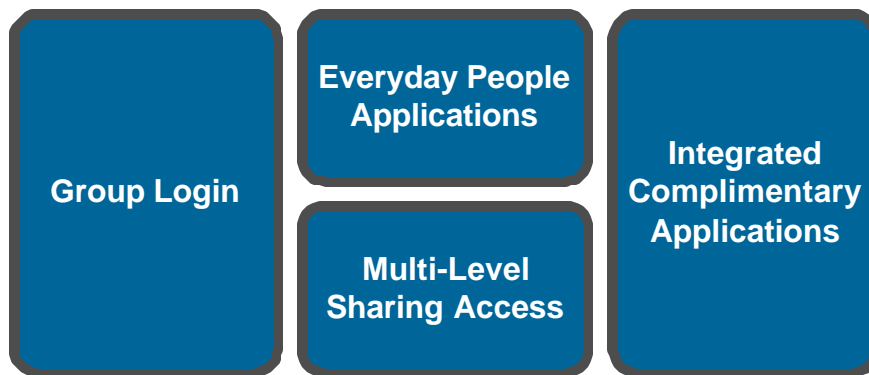
InteractiveMetro is a robust, easily-implemented, application that provides you turnkey “application templates,” for creating Super-Magnetic Online Communities in a matter of days – each featuring exclusive benefits that attract new customers at a fraction of previous costs. Just as important, such communities retain customers thanks to unique features which automatically generate content according to user activity – and encourage the sharing of such personal content with groups, friends and families. Even better, such communities ultimately turn members, friends and families into revenue generators for your site.

Exactly what is a Super-Magnetic Online Community? How does it benefit you?

Most people understand the value of online communities. Our research has revealed that a basic online community generates from between two to twenty times more traffic than other areas of an average Web site -- a result of individuals leveraging the Internet as a terminus for interacting with their friends and peers. Yet the much-vaunted "community sites" featured by many portals, businesses and Web sites often serve as little more than discussion rooms. They lack features that could add more viralness and content to your site.

Integrating Applications *and* Content Sharing -- The Keys to Successful Community Building

Interactive Metro's approach to community building incorporates two new technologies that make it fundamentally different from previous models where individuals are limited to logging on and interacting in single sessions. Referred to as **Group Login** and **Multi-Level Sharing Access**, these unique and proprietary technologies enable friends, family, and colleagues to easily view, share or add content --as opposed to traditional communities where individuals are limited to logging on and interacting in single sessions.



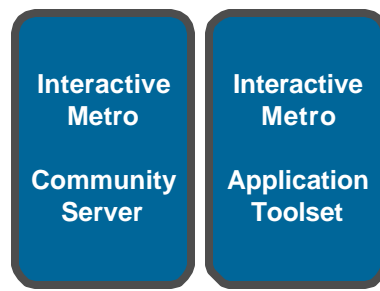
Integrating unique and proprietary technologies, InteractiveMetro enables easy, secure, sharing of personalized content.

For example, InteractiveMetro community members can share and store databases of personal or business content, such as recipes, office supply purchase lists, soccer schedules, business or personal stories, etc. in communities that you can easily create using **Everyday People Applications**. This not only encourages your primary community users to log into your site, but anyone else they have chosen to share content with, too. This gives you the ultimate viral solution for acquiring dozens -- if not hundreds -- of new customers for the same cost as acquiring one.

The result: Once community members' colleagues, friends, and family start using InteractiveMetro, they'll invite others who will do the same. This creates a viral solution in which new users are being added *exponentially*, without additional marketing spend. Plus, it solves the dilemma of how to continually add relevant, personalized content: Members of communities based on InteractiveMetro technology *automatically* generate their own content as they use and recommend your site, creating an explosive growth in content commensurately. Business sites can also benefit from these powerful sharing enablers.

Your Unique Advantage as an InteractiveMetro Customer

InteractiveMetro Super-Magnetic Communities provide off-the-shelf, easily customized community applications that enable you to quickly realize significant benefits for business to consumer and business-to-business-sites.



InteractiveMetro quickly deploys a sticky and magnetic community for any application or site. The Application Toolset rapidly deploys applications.

InteractiveMetro offers turnkey solutions that are quickly modified to suit your individual business requirements thanks to innovative and proprietary InteractiveMetro Technologies.

New Opportunities for Acquiring Users and Keeping Them

Some of the many new opportunities these offerings create include:

- Lower customer acquisition costs
- Speedier customer acquisition
- Ability to leverage superior customer qualification to enhance loyalty, retain membership and boost revenue
- Super-boosted viral marketing
- Tremendous stickiness
- Strengthened relationships with business customers, partners and vendors
- Improved effectiveness of best-practices via enhanced sharing
- Intranet security access control
- B2B data sharing

Traditional Communities versus InteractiveMetro and speed-to-profit

Traditional online communities share distinct development stages reflecting the technology they are built upon. Typically, they begin with the creation of a community and the conversion of site visitors to log in. These stages rely heavily on traditional marketing and product decisions. Subsequent stages involve the more active participation of members, and their "evangelizing" of new members. These latter stages -- where communities contribute the most to your bottom line -- are a long way down the community lifecycle.

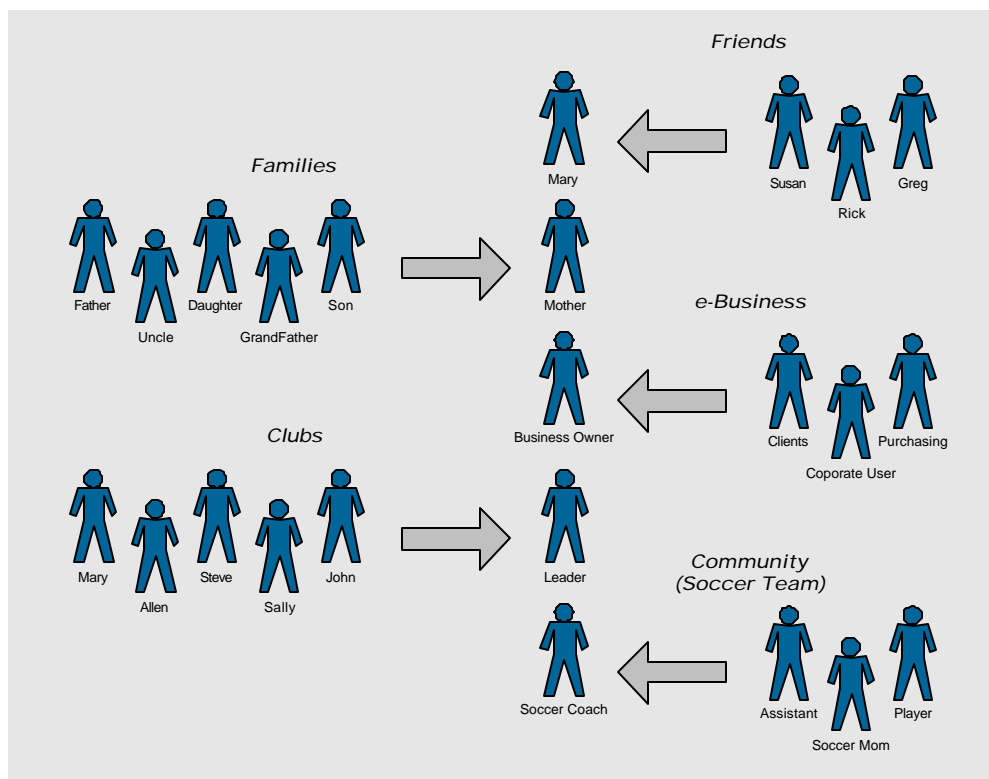
InteractiveMetro changes this model, to help ensure fast ROI. Now, the evangelization process begins up-front with Group Login. This maximizes members' propensity to share information/content both inside *and outside* their communities with Multi-Level Sharing Access, and enables fast adoption of product via ready-made Everyday People Applications.

Exponential Growth: The "Net" Effect of Integrating Content, Applications and Community.

Whereas traditional models for acquiring new users -- and building communities -- can be plotted linearly, the model presented by the InteractiveMetro Dynamo Server makes it incredibly *desirable* for users to share resources between colleagues, family, and friends. At every level -- from login to evangelization -- the user is encouraged to maximize participation in his or her community. In fact, with InteractiveMetro, each user can truly be said to create their own community right from the start -- following a process that automatically turns their personal preferences into self-generative magnetic communities.

Group Login

Group Login to the ATG Dynamo provides the viral/magnetic functionality needed today to quickly build communities on a Web site. This functionality gives the user the immediate capability to add other users to his or her group to share information. This core functionality is essential in today's Internet economy where the cost to attract members to your site through conventional means like banner ads and partnerships has diminishing returns. A user can login, and build his own community by inviting other users to his community. This community can then share information readily as needed.

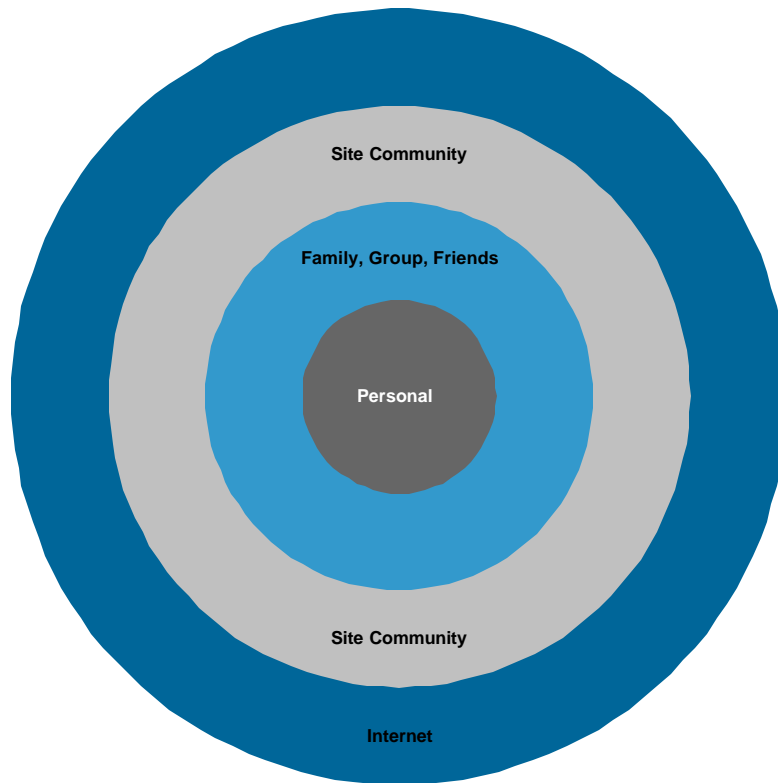


Group Login maximizes the capacity for self-generating, user-get-user communities right from the start. In this instance the head of household sets up an account and then adds family members.

Multi-Level Sharing Access : The Key to Shared Content and Countless Business Opportunities.

Multi-Level Sharing Access (MLSA™) is the foundation of sharing content using the InteractiveMetro framework for business and consumer markets. With MLSA, members of a site or intranet have the ability to easily -- and securely -- share information with other members as well as non-members.

As illustrated in the chart below, each member can share information with a given group, or Web site community, while withholding any information they choose to designate as private. This innovative capability provides a community an extremely powerful security model that not only extends sharing information within a site or group to a new level -- but which also provides functionality that will drive site traffic organically.



Unique to Interactive Metro, MLSA makes it possible to build communities at a pace which has never been possible

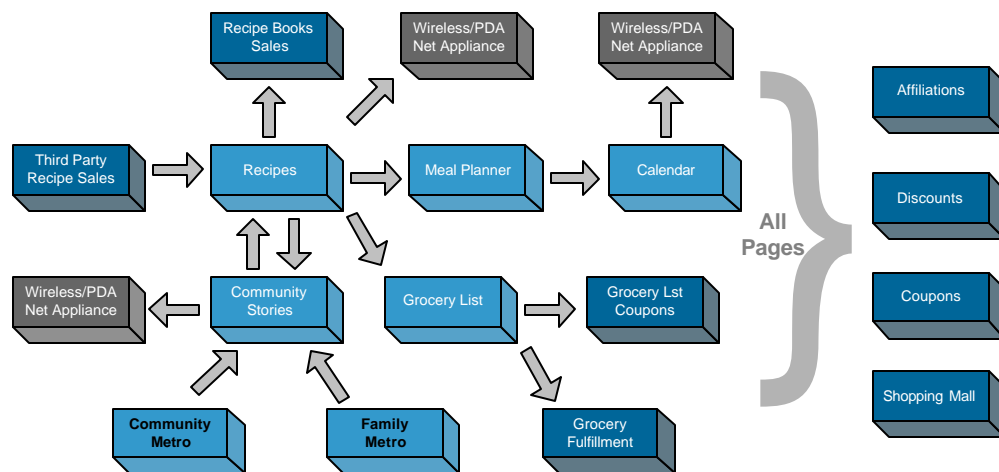
MLSA provides additional benefits for the growing the B2B market as well. By building on the group login, corporate accounts on a commerce site can easily share information with coworkers or groups of co-workers, providing additional magnetic qualities to your site.

Everyday People Applicationsä

InteractiveMetro offers a turnkey solution to generating feature-rich sets of personal content areas via Everyday People Applications™. These applications provide core areas of content, such as recipes, shopping lists, calendar, home improvement project ideas and task lists. The suite includes both consumer and business applications designed for everyday use, and each application comes with the core operations necessary for community use.

The Next Step: Integrating complimentary applications and turning them into e-commerce opportunities

Integrated and complimentary applications are the ultimate traffic drivers for a site. Applications are seamlessly integrated, encouraging use and providing a richer experience to members. Members are thus encouraged to extend their stays on a site, automatically adding to the rich content they enjoy during their visits.



Both the breadth and specific applicability of the InteractiveMetro model can be seen in the above example. For instance, a member can use his or her recipe database to automatically create a shopping list whenever a particular recipe is chosen for a meal. The recipe can then be dragged over to an affiliated online grocery store, for automatic order fulfillment. Equally, do-it-yourselfers can create home

improvement projects, and generate materials lists which can be dragged into the shopping cart of an affiliated store.

See Firsthand how Super-Magnetic Online Communities Can Deliver Exponential Growth and Longer-Lasting Customer Relationships for Your Site.

For a personal demonstration of InteractiveMetro, and description of how it is being implemented for Internet enterprises, please call sales 888.897.8734 or email at sales@interactivemetro.com.

Appendix A: Community Applications

Application	Description
Grocery List	Create grocery lists that everyone in the family can view and enter. Transfer ingredients from your recipe directly to the grocery list or plan out your meals for the week and have one large list. Even download the grocery list to an online grocer.
Meal Planner	A convenient aid for planning meals for the entire family. Multiple entries for breakfast, lunch and dinner can be entered, as well as selecting a custom time for each meal. As an integrated and complementary application, meals can be added to the grocery list or viewed as detailed recipes. From the meal planner, each user can choose to print or email the planner entries for convenience to others.
Recipe Book	A central location to store recipes as well as view commercial and other community member recipes. Each recipe is comprised of detailed individual entries that are structured for future use in online purchasing or consumer database modeling. Once a recipe is stored, it can also be shared with others via multi-level security sharing. Additionally, individual recipes or an entire recipe book can be emailed or printed as desired.
Community Stories	A collection of stories written by real people for real people. The topics are characterized by categories and subcategories, which are customizable. While most of these stories will be for public viewing, the capability to set the sharing access exists for each user. These stories can be emailed and printed as well.
Personal Portal	A portal on the Internet for each member. This portal is displayed in a professional manner making it easy for anyone to create a coherent portal. Entries are entered by user-selected topics. Statistics are kept on each story. These statistics are used for showing the member's most popular stories. A convenient tool allows for each member to update and set custom sharing levels for their personal portal.
Page Photo	A wallet size photograph to personalize the look and feel for a selected page. The user has the option to choose from pre-selected room-based photos or load their own.
Sharing	Through the sharing/security model, any individual entry can be viewed by the individual, family, relatives, friends, the community, and/or the Internet conveniently and easily. This capability allows each user to custom set the security for any entry or leave the security access at the default value. An alert notification provides convenient access to items shared by friends and family.
Site Search	A tool for searching for any item on the site.

Address Book	A thorough address book for storing, retrieving, and sharing detailed contact information. The address book entries are also integrated via one single click into many other applications such as the Insurance Manager and Health Record Manager. Each entry or a summary of all the entries can be emailed or printed as desired.
Bookmarks	A tool for managing, saving and sharing all of your bookmarks on the web. The user is also provided the capability to email and print their bookmarks.
Diary	A private place to capture and store your intimate thoughts, as well as providing the capability to search for previous entries. As desired, the user can email and print either individual diary entries or their entire diary.
Gift List	A family/friend gift list designed to make it easy for families to share what gifts they are interested in. The gifts can also be emailed and printed as desired.
Journal	A place to capture your activity for the day. This can be set at any security level, as well as emailed or printed.
Asset Manager	A place to store detailed information regarding all personal assets as well as track and share collections. The assets can be entered by custom categories chosen by each user. The value of individual collections or assets, as well as total value of all assets is readily calculated. Detailed warrantee information is provided, including which items are expiring soon. Items on loan are tracked and reported on. Additionally, each individual entry utilizes the multi-level security model for customized access and sharing.
Home Improvement Projects	A place to store and share home improvement projects with others, as well as review other commercially available projects. An "Add to List" button adds the parts required to the Home and Improvement Shopping List. Projects can be emailed or printed individually or as an entire book.
Home Improvement Shopping List	A place to list all items needed to be bought for home improvement projects. The list can be edited, emailed or shared as desired. This list is also integrated with the Home and Improvement Planner.
Exercise Planner	An online fitness manager to establish a fitness routine and view it on the calendar. Each exercise routine can be emailed or printed as desired.
Fitness Journal	A journal geared at storing, editing and viewing daily exercise comments. The entries can also be searched for past entries, as well as printed or emailed as individual entries or in entirety as a complete exercise journal.
Appointments	An Appointment Manager that allows the setting, viewing, printing, emailing and, if desired, the sharing of family/personal/ group appointments. This is fully integrated as part of the on-line calendar.

Chore Manager	A chore manager to monitor and reward the chores in your family. Each chore can be marked as completed or not completed, as well as assigned a point or monetary value for completion. Additionally, chores can selectively be shared, emailed, and printed as desired.
Group/Personal Calendar	A calendar for viewing, sharing, printing and emailing calendar entries. The calendar has custom filters that allows the viewing of family or personal entries, as well as the capability to view all entries or specific entries such as chores.
Special Dates	A means for recording all the personal and family special dates. Each entry can be edited, printed, and emailed as desired. Additionally, the multi-level security model allows for custom settings on each entry.
To-do's	The To-do Manager allows for the creation and management of tasks through a common interface. To-do's can be marked as completed or not completed. Additionally, each entry can be shared, printed or emailed as desired.
Message Pad	As part of the family/group communication center, the Message Pad allows for the posting of messages to family, friends, and relatives. Specific parts of past messages can be used by the search tool. Also, each entry can be edited, printed and shared as desired.
Pet Record Manager	The Pet Record Manager provides a complete repository of pet records. Each record contains the detailed information for a particular visit to the veterinarian. This manager is linked to the address book. It also allows for the printing, editing and sharing of specific entries.
Financial Manager	A financial manager to store and view all of the financial institutions used by a member or by their family. Each entry can be linked to the address book, printed, edited or shared as desired. Additionally, a search tool provides the capability to locate any entry.
Health Record Manager	A place to document and track all the details of health care, including doctor's visits and symptoms. A search tool allows the capability to find any entry. Each entry can be edited, printed, emailed and shared as desired.
Insurance Manager	The Insurance Manager provides a log of all personal/family insurance information in one central location that is easy to share, manage and retrieve. As desired, the entries can be emailed as well. A search capability allows for quick access to any record. Additionally, the entries are integrated as part of the address book.
Resume	A convenient way to publish your resume on the web. With the multi-level security access, each resume can be kept private or publicly shared as desired. The resume can also be emailed.

Salary Manager	An organized way to track income growth over the years and to help establish financial goals. This manager is linked to the address book for convenience.
Yard Journal	The Yard Journal allows a detailed log of all yard activities. Each entry or the entire journal can be edited, printed, shared or emailed as desired.
Yard Planner	An easy way to schedule and organize personal and family yard activities. This planner integrates into the calendar, and allows for customized additions to activity types. Each entry can be emailed, printed or shared as desired.