[PERFTECH]

Ad Bulletin Application

Highlights:

ISPs and subscribers both benefit from ad revenues

Subscribers self-target; choose the ad categories they wish

Subscriber privacy assured—no behavioral tracking or storing, and no cookies

Ad display is supported by robust scheduling options

Ad display is website-agnostic, not dependent on web destinations

Ad delivery statistics and click-through reporting available

Able to assimilate ads from multiple sources/ad networks concurrently

Ad display is not able to be thwarted or bypassed without also disrupting Internet access

The Ad Bulletin Application changes the online advertising landscape entirely. It offers an online, website-independent advertising vehicle just for Internet Providers.

An Online Advertising Model that Benefits ISPs *and* Subscribers

Ad Bulletin offers an online ad model that begins with and thrives on voluntary subscriber participation: subscribers simply choose to receive ads and are rewarded with service savings.

Transparency and Privacy Ensured

Targeting is achieved not by following subscribers' every move around the Internet, but by subscriber-selected categories of interest, and by geographic information. ISPs thus deliver targeted, rich media advertisements directly to the browser screen—no matter the site destination.

Sanctity of Destination Website Content

Ads are presented in a separate, framed space, configurable both in size and placement in the browser window, and carry ISP identification. Requested web content is fully rendered, viewable, scrollable, and delivered directly from the destination web server to the browser. Publisher content is never altered or touched in any way, and cannot even be observed.

Multi-Application Ad Opportunities

The PerfTech platform serves concurrent applications, such as delivery of emergency alerts and subscriber care messaging, offering venues for sponsorship/additional ad monitization.

Generate Ad Revenue. Now.

Other examples:
- Give national advertisers an alternative medium for ad placements.
- Provide the perfect vehicle for local spots promoting area car dealerships, travel specials, sporting events, etc.
- Partner with programmers to promote specific video channels; e.g., LifeTime or The History Channel.
- Cross promote products featured on video ads to their HSI counterparts.
- Allow advertisers to sponsor VOD library content and promote that content to HSI subscribers—the people most likely to use it.
- Deliver targeted, streaming video "advertainment" to subscribers for a premium.

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