



ManyWorlds Prospectus

R&D and Intellectual Property

First Quarter 2006

[ADAPT] [RENEW] [GROW]



**leaders in adaptive systems
and processes**



- ▶ ManyWorlds is an intellectual capital-driven company that conducts advanced R&D programs in fields that have extraordinary potential. We invest well over 20% of our annual revenues in these R&D programs.
- ▶ ManyWorlds has aggressively staked claims in the emerging foundational areas of adaptive software systems and business processes, and puts them into practice with our Epture® adaptive knowledge network platform, and our leading practice business process methodologies.
- ▶ ManyWorlds' patent portfolio is positioned to generate significant value for our clients as the largest IT and media players, as well as businesses in general, begin to converge toward what we call "the adaptive world™".



- ▶ ManyWorlds' R&D and IP focus is on 1) **adaptive systems technology** and **associated business processes**, and 2) on selective **strategic business methodologies**.
- ▶ Adaptive systems and processes are underpinned by ManyWorlds' approaches to deriving inferences of user interests and/or intentions based on a very broad spectrum of the usage behaviors of an individual or a community of system users, and then delivering adaptive recommendations to users based on these inferences.
- ▶ Further, ManyWorlds' adaptive systems and processes methods include directing the adaptive recommendations back to the system itself; thereby generating persistent modifications to the system that enables the system to adapt to usage over time.
- ▶ Specific processes enabled by ManyWorlds' adaptive systems capabilities include adaptive publishing, adaptive commerce, mobile adaptive commerce, adaptive marketing and advertising, and adaptive software asset maintenance.
- ▶ ManyWorlds' business methodologies are based on ManyWorlds' innovative approaches to business processes that are decision and information-intensive. These business processes include strategy-related processes, as well as other intellectual capital-driven processes such as R&D, marketing, business development, and learning.



- ▶ Network-based systems in which linkages between objects are by degree, and relationships between objects may be automatically modified based on system usage patterns. *Patent Granted.*
- ▶ Print media customized and/or personalized to preferences and interests of print media recipients. *Patent Pending.*
- ▶ Adaptive recommendations based on usage behaviors and patterns delivered to users and/or applied to self-modify systems. *Patent Pending.*
- ▶ Adaptive recombinant systems in which networks of objects can be syndicated and intelligently recombined based on historical usage. *Patent Pending.*
- ▶ Adaptive business processes with built-in real-time learning capabilities embedded in supporting systems. *Patent Pending.*
- ▶ Adaptive software asset management process. *Patent Pending.*
- ▶ Adaptive commercial product and/or service bundling (solutions) and pricing system and process. *Patent Pending.*
- ▶ Location-aware collectively adaptive systems. *Patent Pending.*
- ▶ Adaptive multi-media publishing system and process. *Patent Pending.*
- ▶ Adaptive viral marketing system and process. *Patent Pending.*
- ▶ Multi-attribute and ad recipient behavior-based advertising systems and processes. *Patents Pending.*



- ▶ Generative investment processes, including decomposition and recombination of capability components associated with business opportunities. *Patent Pending.*
- ▶ Business lifecycle management, including process lifecycle management and solutions lifecycle management. *Patent Pending.*
- ▶ Adaptive decision processes, including adaptive, automatic information gathering systems and processes. *Patent Pending.*
- ▶ Adaptive knowledge lifecycle management. *Patent Pending.*

ManyWorlds R&D/Licensing Programs

Summary Features and Application Areas



Collaborative R&D/Licensing Program Areas	Key Licensed Features and Capabilities	Application Areas/ Industries
1. Adaptive Systems	<ul style="list-style-type: none"> ▶ Adaptive recommendations ▶ Adaptive self-modified systems ▶ Adaptive software management ▶ Adaptive recombinant systems ▶ Adaptive social networks 	<ul style="list-style-type: none"> ▶ IT Infrastructure ▶ Internet/Search ▶ Media
2. Mobile Adaptive Systems	<ul style="list-style-type: none"> ▶ Location-aware collectively adaptive systems ▶ Location-aware advertising systems and processes 	<ul style="list-style-type: none"> ▶ General IT & Media ▶ Mobile Handsets ▶ Mobile Service Providers
3. Adaptive Systems & Processes	<ul style="list-style-type: none"> ▶ Adaptive commerce systems and processes ▶ Adaptive solutions and pricing systems and processes ▶ General adaptive processes and real-time learning 	<ul style="list-style-type: none"> ▶ General IT ▶ e-Commerce ▶ ERP
4. Adaptive Media Solutions	<ul style="list-style-type: none"> ▶ Customized/personalized print media systems & processes ▶ Adaptive multi-media publishing systems and processes ▶ Multi-attribute/ad recipient behavior-based advertising processes. 	<ul style="list-style-type: none"> ▶ Publishing ▶ Media & Entertainment
5. Adaptive Decision Systems & Processes	<ul style="list-style-type: none"> ▶ Generative investment systems and processes ▶ Adaptive decision systems and processes 	<ul style="list-style-type: none"> ▶ R&D ▶ R&D Technology & Service Providers
6. Business Lifecycle Management & Decision Processes	<ul style="list-style-type: none"> ▶ Generative investment systems and processes ▶ Adaptive decision systems and processes ▶ Business and knowledge lifecycle systems and processes 	<ul style="list-style-type: none"> ▶ Consulting ▶ General

Opportunity Summary

- ▶ ~ 2 billion global subscribers vs. ~ 1 billion global Internet users
- ▶ Mobile-specific applications and advertising poised for revolution
- ▶ EU Galileo system will accelerate move toward “location aware” mobile devices

ManyWorlds Current Patents Pending Sample Implications . . .

- ▶ Adaptive recommendation systems for mobile users based on usage behaviors, including physical location (potential near-term “killer app” for mobile)
- ▶ Collectively adaptive mobile-mobile or mobile-stationary systems (peer-to-peer co-adaptation model)
- ▶ Advertising pricing based on behaviors of ad recipients, including physical location (e.g., advertiser pays only when ad recipient visits an advertiser’s physical location)
- ▶ Adaptive publishing of content and/or advertising in digital media for mobile devices (e.g., contextualized ads within digital assets such as Podcasts, etc.)