



YOUnite Use Case: Apple's MobileMe

Abstract

This paper provides an overview of the YOUnite market opportunity for Apple's MobileMe offering. For the purposes of this paper, we will assume Apple has chosen to integrate YOUnite services into Apple's MobileMe's sync platform. The paper will examine potential revenue strategies and opportunities for Apple and its partners by demonstrating how a YOUnite-enabled MobileMe can deliver control over identity propagated via Apple's MobileMe Sync Services, in addition to providing a platform for delivering new value added services to Apple and its partners.

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Introduction

YOUnite is a flexible platform that enables solution providers to create secure, personal-attribute and personal-preference data exchanges enabling an entity (business or individual) to securely distribute these details on a user-controlled and customized basis without requiring a user to store that information on a centralized server. Our technology is patent-pending, platform independent, scalable, and cost-effective.

This use case document explains the importance of distributed infrastructure technology to Apple's MobileMe and other companies that seek to grow revenue by becoming part of a revolutionary global personal information interchange. YOUnite accomplishes this through a solution enabling distributed sharing of personal information and attributes. This use case highlights the unique patent-pending capabilities and potential revenue strategies when integrating YOUnite into existing systems, such as Apple's MobileMe.

This case also highlights the incredible opportunity available to a company seeking to be the leader of a revolutionary global information interchange platform that provides distributed sharing of user-managed personal identity information, personal information, opinions and preferences.

The YOUnite Enterprise® Interchange is a patent-pending technology that is capable of sustainable revenue generation provided by endless partnerships that benefit from access to the most valuable and accurate user information ever – user-managed personal identity information and preferences. YOUnite connects the customer with the marketplace like no one has done before.

Use Case

YOUnite enabled MobileMe: A value proposition

Summary:

This case discusses the opportunity, from the end-user's point of view, of integrating YOUnite as part of Apple's MobileMe. YOUnite-enabled MobileMe offers the potential of creating a stronger bond between MobileMe users and their friends/colleagues, versus non-MobileMe consumers through YOUnite's identity and preference technologies deployed into Apple's MobileMe global data platform and sync services architecture. By combining YOUnite technology with Apple's Sync Services, a YOUnite-enabled MobileMe extends the notion of the "truth database" beyond the individual user's clients and out to all of the user's affinity relationships.

With a YOUnite enabled service, a MobileMe user now has the ability to propagate his or her relevant personal identity information and preferences to those other MobileMe users with whom the MobileMe user has an affinity relationship. For example, when a MobileMe user edits their existing "ME" record, it would automatically propagate those changes to the other MobileMe users throughout all of their MobileMe enabled Address Books, based on the pre-defined permissions they set. The notion of the "truth database" would now fully deploy across the entire community of MobileMe users, while enabling the individual user to selectively control how their personal data and preferences are propagated.

By implementing YOUnite Enterprise®, Apple can now create a new value proposition by providing a beneficial and personalized new service to its MobileMe subscribers.

Description:

YOUnite Enterprise® is a set of software server infrastructure facilities and services that allows individuals to connect and share information based on the permission settings set by them.

By integrating YOUnite Enterprise® into Apple's MobileMe global network, Apple can facilitate the exchange of select information between MobileMe consumers and/or other service providers. This information can consist of any combination of personal identity information found in an existing Address Book, as well as any items found on the MobileMe platform, such as photos and other files. Therefore, when YOUnite Enterprise® is combined with Apple's Sync Services "truth database", Apple's MobileMe ensures that a user's data is not only accurate across their clients, but also across the entire MobileMe community of clients, based on the permissions defined by the user who owns the data being propagated.

Here is how the scenario works...

A MobileMe user assigns his or her personal information “ME” record and any other preferences into the YOUNite enabled Apple MobileMe platform. The user has the option of doing this either on their desktop or via the web. Apple then enables the consumer to selectively share this identity and preference data to other MobileMe subscribers. In addition to allowing the user to selectively share any or all elements of their personal identity and preference data to anyone within the MobileMe network, the YOUNite Enterprise also facilitates the selective sharing of any or all of the photos or files that a user has uploaded onto the MobileMe platform.

The deployment of the YOUNite Enterprise® synthesizes the true value and power of Apple’s MobileMe and Sync Services by delivering total accuracy and complete control to the MobileMe Community at the individual user’s level.

Results:

A YOUNite enabled MobileMe platform will expand the notion of MobileMe from an individualized sync service that is currently focused on the individual’s devices, to one that spans the entire MobileMe community.

No longer does an individual have to be concerned about their network of friends, family, business associates and enterprise relationships having their most current identity attributes or preferences, because a YOUNite-enabled MobileMe platform, combined with Apple’s Sync Services, solves this salient problem.

Another notable issue that has surfaced as a result of the popularity of social networks is the inability to control access to user specific data; for example, the ability to allow one’s close friends to view holiday photos, while keeping them private from one’s business colleagues. A YOUNite-enabled MobileMe not only facilitates this level of control, but also keeps the control firmly in the hands of the user.

YOUNite-enabled MobileMe offers the user a unique service that ensures complete accuracy of one’s data across all connected relationships, plus the ability to selectively share individual pieces of one’s identity with specific contacts. In addition, by propagating this new service throughout Apple’s network of partners, Apple would have a valuable service to attract new users through the social network effect, as well as new partners looking to access that large pool of users. This value-added service would therefore increase revenue through increased user membership fees and the number of partnering agreements with Apple.

Visions of the Future

Leveraging YOUNite enabled MobileMe: Connecting consumers to enterprises or partners

Summary:

By leveraging a YOUNite-enabled MobileMe platform, there are a number of value added services available for Apple to offer its users and partners. The most significant in terms of revenue generation is the ability to connect the MobileMe user with external enterprises as well as Apple's own partners.

Description:

There is an increasing importance for communications and connectivity in our daily lives. This phenomenon has been termed "hyperconnectivity". According to IDC, a global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets, the average "hyperconnected" individual uses at least seven devices to access the network and nine connectivity applications. Since many of these devices are wireless enabled, it is possible to leverage YOUNite Enterprise® and YOUNite Mobile® to provide an added level of value by making these devices points of contact.

YOUNite Enterprise® and YOUNite Mobile® enables the Apple MobileMe user to share and maintain accurate and current personal information with key vendors, such as Credit Card Agencies (e.g. Visa, MasterCard or American Express), retailers (e.g. The Gap, Home Depot or Wal-Mart), and business enterprises (e.g. Amazon, Bank of America or United Airlines). This not only includes personal identity information (e.g. name, address, phone number, or shirt size), but also personal preferences (e.g. favorite clothing store, choice of online electronics retailer, or preference for airline window seating).

Here is how the scenario works...

A YOUNite-enabled MobileMe user provides his or her personal information and preferences. MobileMe then enables the consumer to selectively share this identity and preference data to available partners or enterprises. Upon approval from the MobileMe user, Apple can then offer this extremely accurate and highly targeted marketing data to the user's preferred Apple approved merchants and service providers. Apple charges a fee to its partners (i.e. the retailers and service providers), while the user is offered this as part of the personalized MobileMe service of which they are a subscriber.

The retailers and service providers are now able to provide compelling special offers, sale notifications and new product offerings to highly motivated existing customers, while Apple is simultaneously providing its MobileMe users with a loyalty enhancing subscription benefit.

Results:

By enabling accurate identity and preference information to be selectively shared with Apple partners via the YOUNite-enabled MobileMe Platform, Apple

is able to further enhance the value of MobileMe as well as derive new levels of revenue through/from these external partners.

Apple currently charges their customers an annual subscription fee of \$99 for an individual or \$199 for a family pack. Apple could generate a new revenue stream through the propagation of preference data from their MobileMe users directly through to the participating partners or enterprises. Specifically, Apple could charge the participating vendors an annual fee to access the preference data as well as a click-through fee for those targeted advertisements or offerings to the MobileMe user that prove successful.

For example, Apple could charge an annual fee to The Gap in return for access to the preference data of a MobileMe user who has agreed to share their preferences with the vendor. The Gap could then be able to send highly targeted product offerings or sale advertisements to the user based on the specific preferences of that user (e.g. shirt size or favorite color). Because the user has shared these preferences with The Gap, there is a far greater chance for the targeted advertisement to be successful. If the user acts on the advertisement, Apple would receive a click-through fee as well.

Summary

YOUnite's patent-pending technologies present a revolutionary way to securely distribute and control access to personal information with complete customizable permissions, without having to store that information on a centralized server. This data can be personal information, such as name, address and phone number or it can be personal preferences and attributes, such as shirt size, favorite style of food and preferred choice of online electronics vendor.

YOUnite, Inc. believes that YOUnite Enterprise® and YOUnite Mobile® offer a tremendous opportunity for Apple's MobileMe, not only in terms of generating additional revenue streams and providing valued-added services to its existing MobileMe users, but also in creating another compelling reason to attract new users and partners as well as enhancing MobileMe's capabilities.

This document has presented a use case scenario that YOUnite, Inc. confidently believes will provide Apple with new services and/or enhancements to the existing MobileMe platform. Deploying YOUnite technologies will facilitate a level of differentiation and competitive advantage over Apple's competitors as well as provide residual revenue streams.

YOUservice LLC, a California Limited Liability Corporation, was founded in 2004 by Mr. Anthony Siress and his business partner, Mr. Mark Fitzpatrick. In late 2004, they incorporated, and funded YOUservice LLC. YOUnite, Inc. was then formed in November 2006 for the purposes of developing the patent-pending YOUnite Enterprise® technology. YOUnite, Inc. is located in Mountain View, CA. YOUnite, Inc. is a Delaware "C" corporation and is a wholly owned by YOUservice LLC. To learn more about YOUnite, Inc., YOUnite Enterprise® or YOUnite Mobile® please visit www.youniteinc.com.