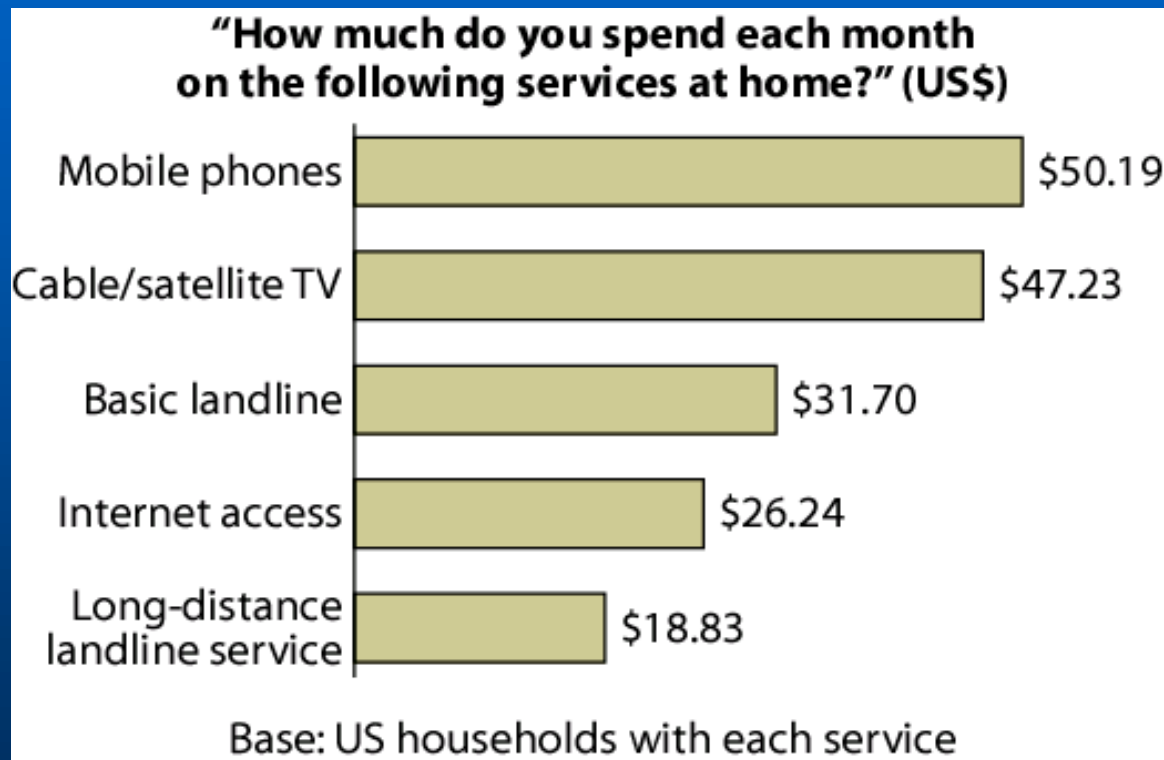


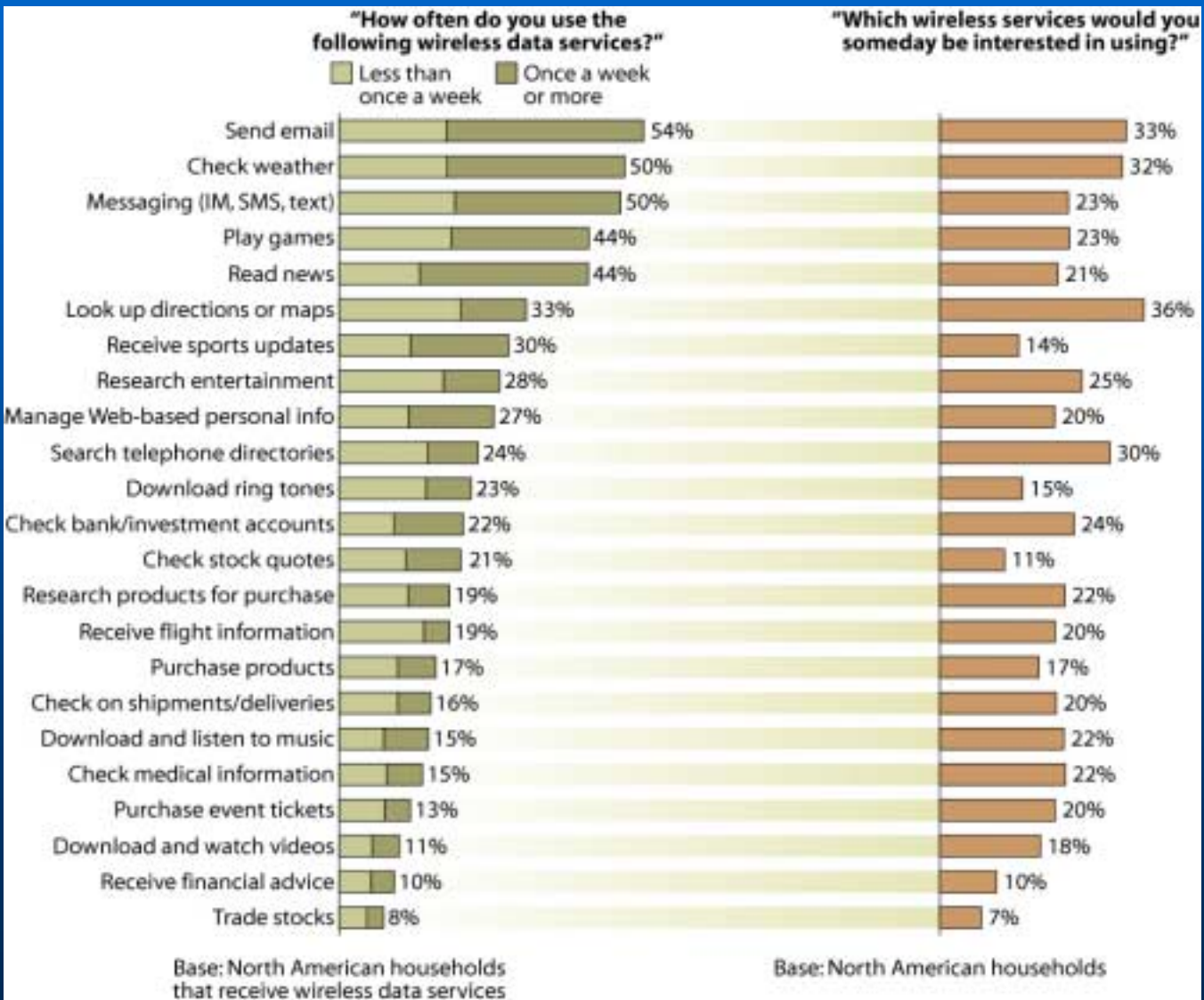
**The relevance of local and
cultural content in developing
services:
A bottom-up approach**

George Witwer, President
Humanizing Technologies, Inc.

Mobile Phones And TV Grab Top Revenue Over Other Communication Media

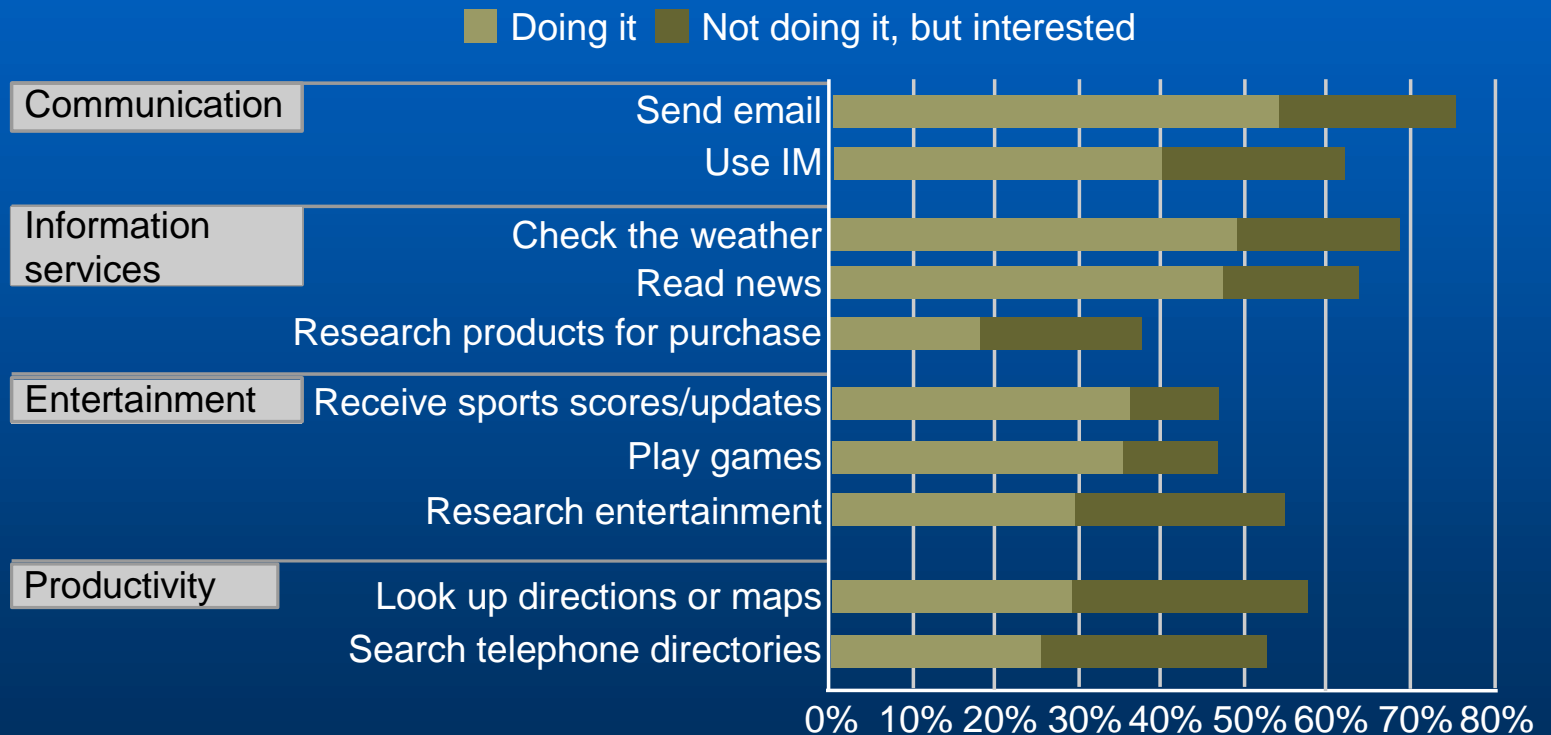


Communication And Simple, Timely Personal Information Are The Top Wireless Apps



The wireless applications that matter are about personal utility

"Please indicate which wireless data service you currently use, or which you'd be interested in."



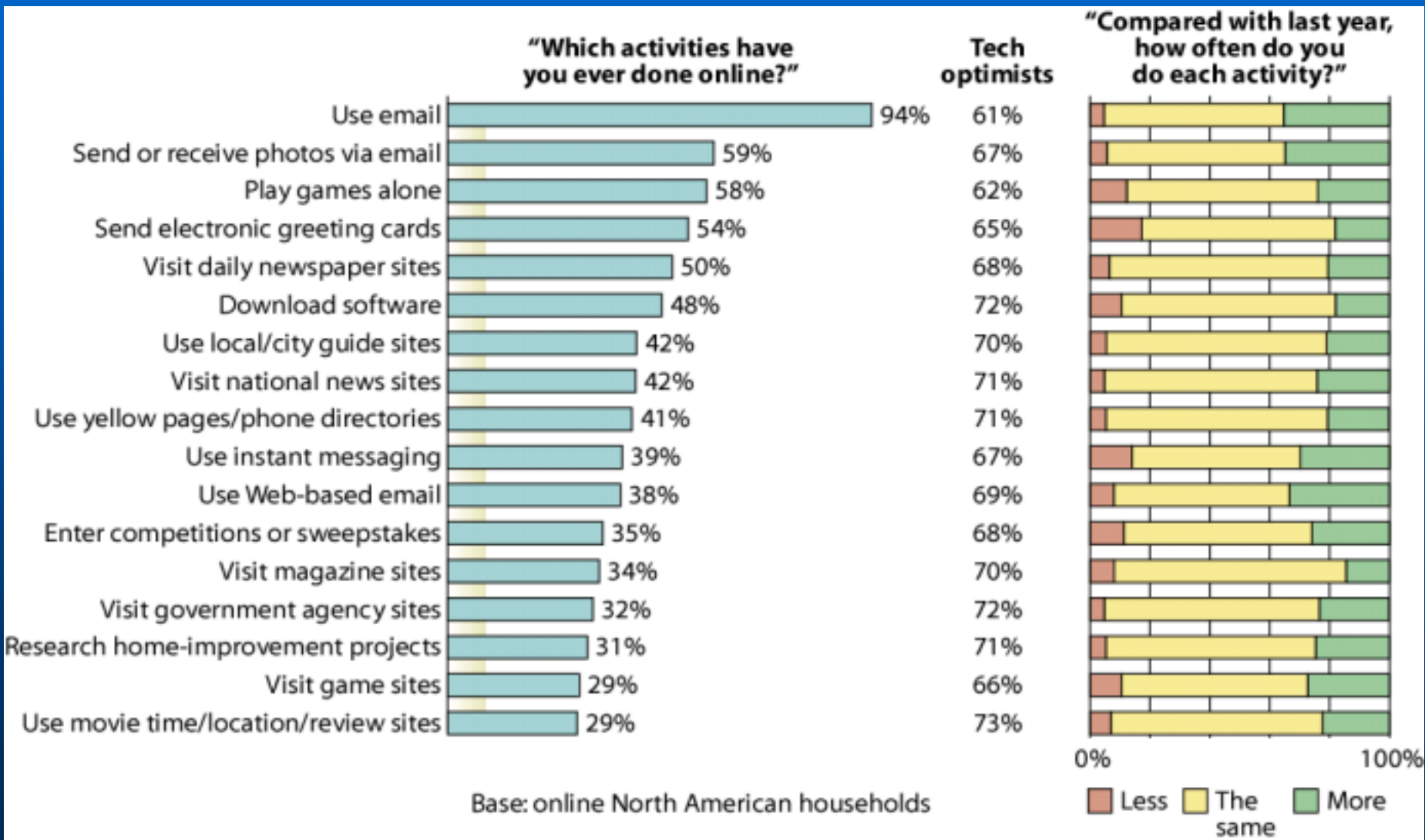
Base: North American consumers who currently receive wireless data services/use the wireless Web
Source: Forrester's Consumer Technographics® 2002 North America Benchmark Study

Consumers' Move to the Internet Over Traditional Media is Explosive

% change in hours per person per year using consumer media (1997-2002)

■ Recorded music	-24%
■ Consumer Magazines	-8%
■ Consumer books	-6%
■ Daily newspapers	-5%
■ Radio	6%
■ TV (cable and broadcast)	10%
■ Box Office	17%
■ Home Video	18%
■ Video games	97%
■ Consumer Internet	492%

Email and personally relevant activities are most popular online



Top 10 Reasons Users Go Online, 1999

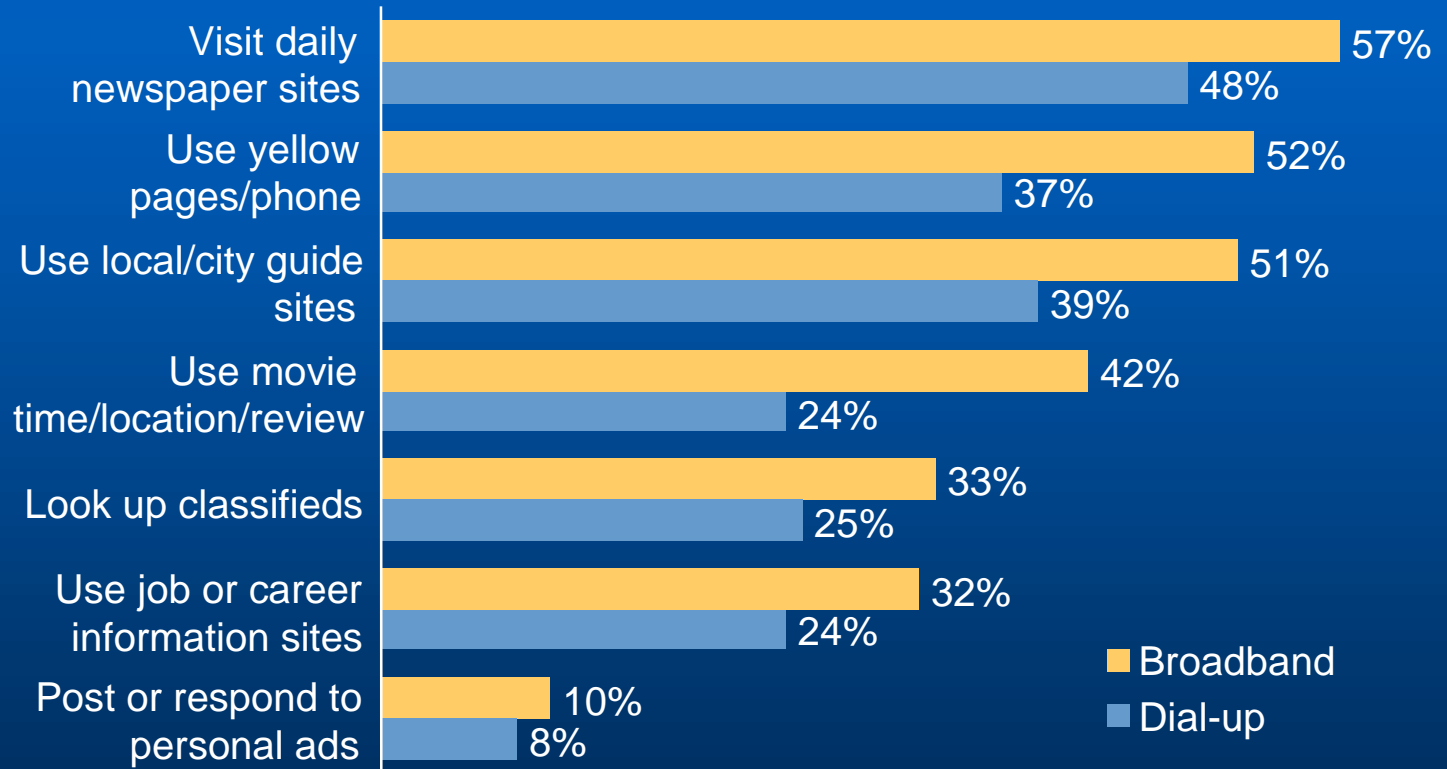
1. Email
2. Use search engine
3. Research products/services
4. **Local content**
5. Online directory
6. E-greeting/postcards
7. Download free software
8. Daily news
9. Instant message
10. Content/Sweepstakes

What are the top news and information Websites in virtually every US Market?

Newspaper Websites carrying **local news**, regardless of the quality of the site

Local content activities

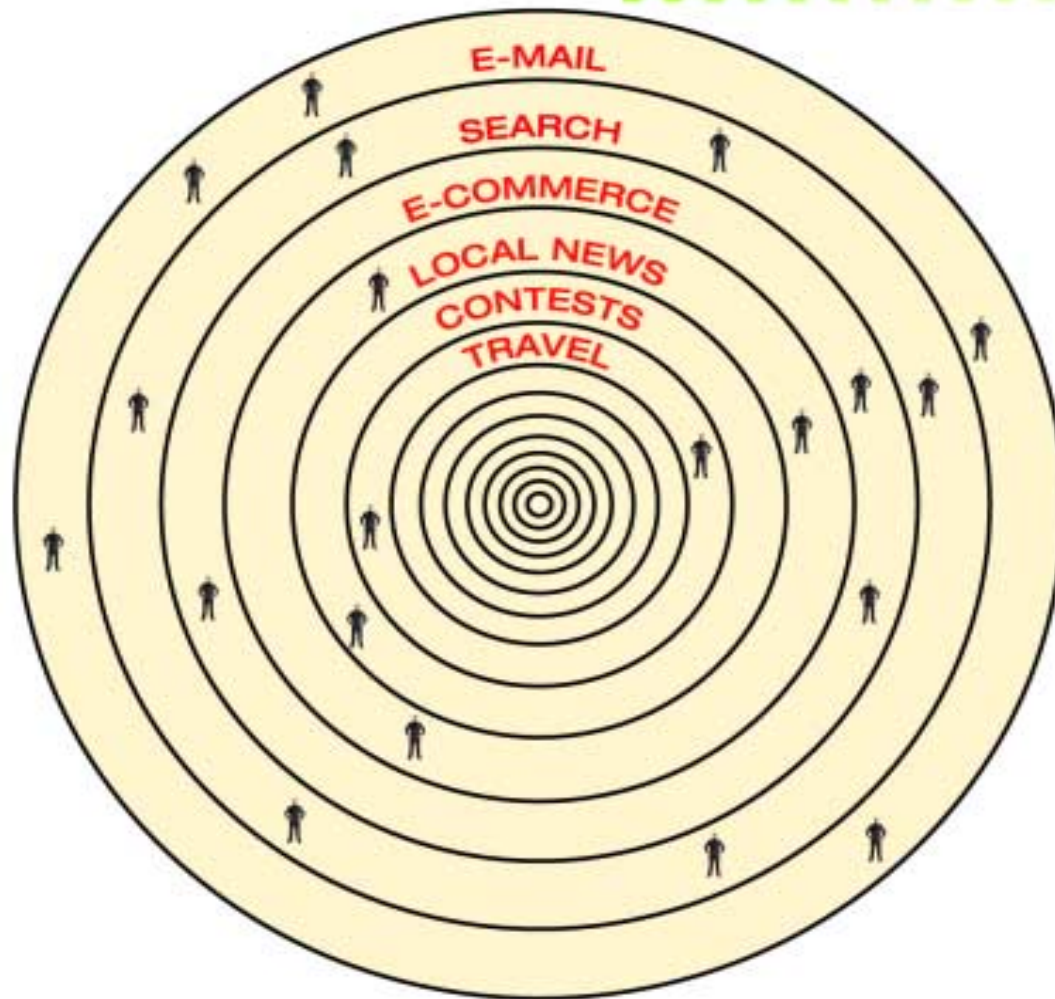
“Which activities have you ever done online?”



Base: online North American households

Source: Forrester's Consumer Technographics® 2003 North American Benchmark Study

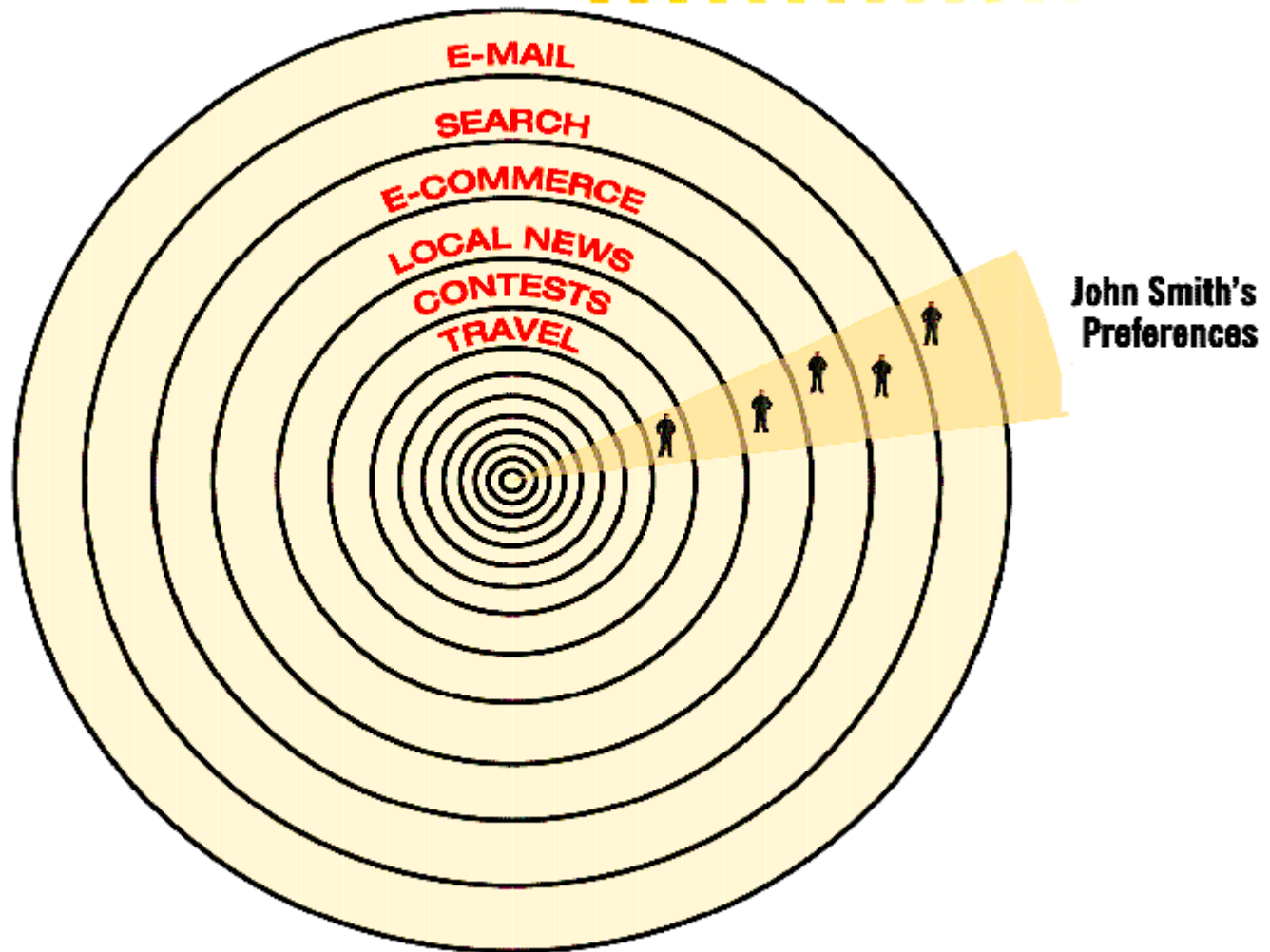
TOP-DOWN WEBSITES



TOP-DOWN, TECHNOLOGY-CENTRIC, MULTIPLE NETWORKS

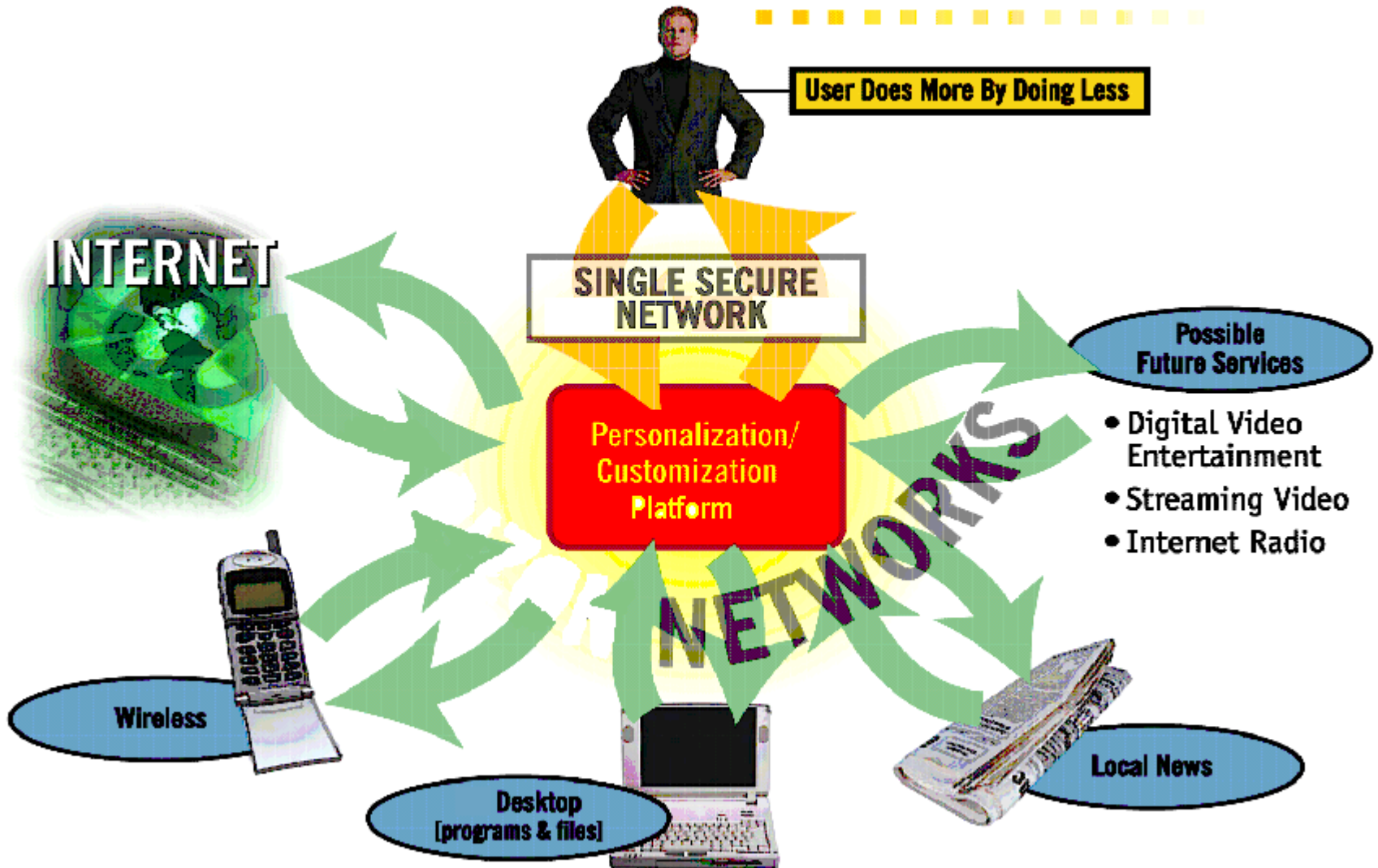


BOTTOM-UP WEBSITES



BOTTOM-UP, USER-CENTRIC, SINGLE NETWORK

User Does More By Doing Less



“Bottom-UP” Built Websites are Enormously Popular

- 28% of users will switch ISPs to get a bottom-up built homepage, even if they are perfectly happy with their current ISP
- 38% will pay US\$15 per month extra to have a bottom-up built homepage
- Virtually every user will choose the ISP with a bottom-up built start page over an ISP with a top-down start page

Technology needs to adapt to the user, not the other way around

“People have not changed fundamentally in thousands of years. Technology changes constantly. It's the one that must adapt to us.”

Michael Dertouzos, author of The Unfinished Revolution, and former Director, MIT Computer Lab

Two Kinds of Globalization

- Globalizing technical efficiencies is a good thing.
- Globalizing a single culture of top-down news and information, frustrating consumers' need for relevancy and eroding the priceless diversity of world-wide cultures, is not.

The Purpose of IIS

By enhancing and respecting local cultures with personally relevant content and features, communications services will become user-centric.

- That's the purpose of the International Interface Standard (IIS)

International Interface Standard (IIS)

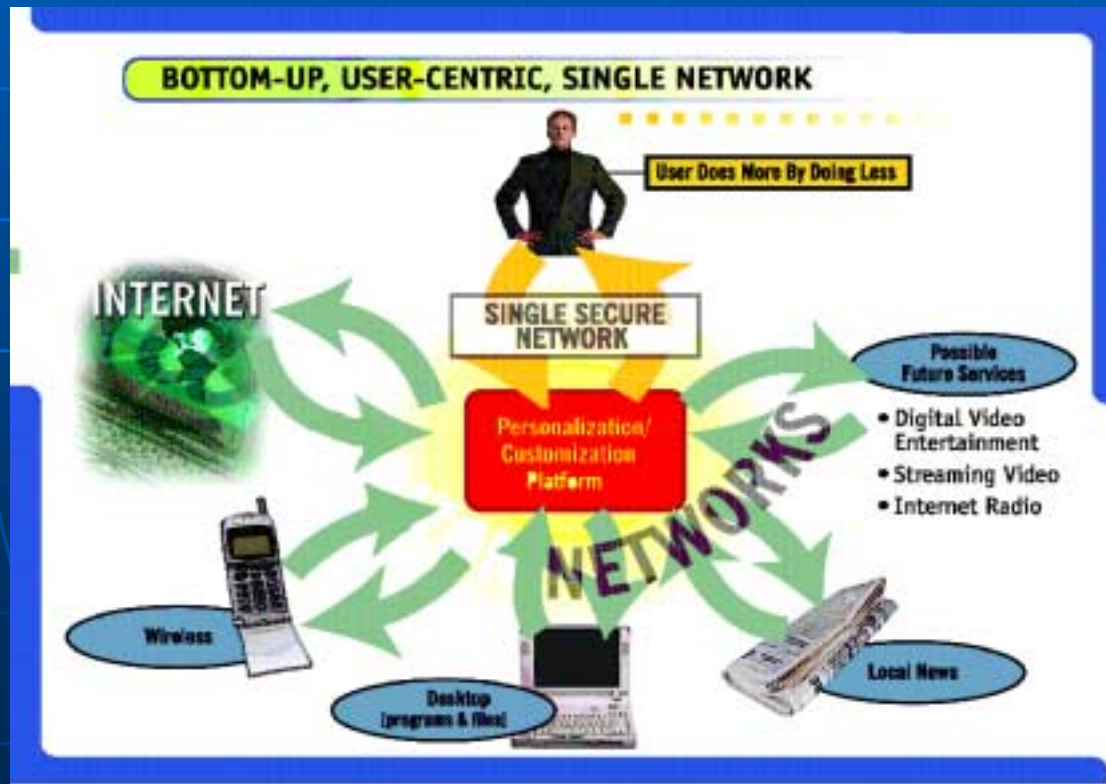
- IIS insures that communications services are
 - culturally neutral
 - User-centric
 - Deliver content and features according to the user's view of relevancy

Bottom up and User-Centric are the Next Step for Mobile Content

After the mobile phone, web sites, the
browser, and the search engine comes...

Bottom-Up Mobile
Communications with IIS, so
users can
“Do More by Doing Less”

IIS helps Converge the World of Information through your Network And Enhance Individuality and Cultural Diversity



IIS is the Future of Rapid Mobile Communications Growth

