



EXOTECH

A New Species of Software

You could be forgiven for thinking, at the outset, that ExoTech is just another Windows, Apple OS or Android program. Sure, you download it from the Internet or get it from a CD or USB key the same way as a traditional program. You install it the same way. You even start it up the same way.

But that's where the similarities end.

THIS IS A BRAND-NEW BABY

In ExoTech, you'll suddenly find yourself transported from a Windows world where nothing is obvious. From a world where Windows programs defy you to figure out how to do what you want them to do. You'll travel to a new world – a “magical” world – to be welcomed by a dynamic and driving force that resides in your computer, waiting there, wand poised, ready to make your computer dreams come true.

This is something you've never seen before – a *new species* of software that combines the simplicity and familiarity of talking to a friend with the sheer power of AI in a user-friendly package the size of a phone!

AN ELECTRONIC STAR IS BORN

Life is full of surprises. Who would have thought that in the midst of cutting-edge technology, a *brand-new* species of computer software could be born?

Good question – and in these pages are the facts we trust will open your eyes to the arrival of an amazing new star in the evolution of computers – a revolutionary technology

called ExoTech and its software expression called “ExoBrain.”

You see, with ExoTech, after 20 long years of extensive research, testing and prototype development, we've taken a strategic step and created a user's operating system that doesn't need programs.

“So what?” you say. “How's that going to affect computer life as we know it?”

Well, really, it's about as basic as changing someone's DNA. And that's profound, because –

Different DNA, different breed of cat.

ExoTech is a fundamentally new technology, and a completely new discovery in the world of computers. In essence, it's different DNA.

ExoBrain is the expression of ExoTech in your computer. It's the new “cat” on the technology block, so to speak, born from principles of this fantastic new discovery.

WHY'D YOU WANT TO CHANGE THE GENETIC CODE?

It's not that we don't like things that have come before. No one holds it against their great-great-grandfather that he couldn't make a phone call across the Atlantic in 1776.

But today's programs can't keep up with the intelligence of thought – your thought.

Trouble is, today's programmers, although



not exactly the “parents” of computer technology as we know it, still follow the basic principles of a technology developed in earlier years by their ancestors. At that time it was vital to make computers as efficient as possible. There was little or no thought about negative consequences to the user. They just had to make the darn things work!

What’s missing today is that earlier technology doesn’t mirror a human’s ability to think, or the way he does it.

But, you say, programs built by countless numbers of great programmers have advanced us into a technological age like we’ve never seen before! Yes, we love great programmers, too. And we certainly have them. It’s just that with ExoTech we don’t have the limitations of traditional programs or traditional programming.

What we do have is user-friendly computer software that thinks like you do and does things the way you do. It’s like an electronic person. And we can all agree that a person is capable of doing a lot more than a computer.

“Is this really needed?” you might ask. Some might not think so. But to forward thinkers and people who care about the guy around the corner, across the country, over the ocean and beyond – well, they might get an inkling of the social impact.

Truth is, a large percentage of people in the world don’t even own a computer; a smaller

(yet still great) number do own computers but are unable to master them to the degree they make much of a *real* difference to any part of their lives.

There are whole nations and members of every social strata starving for a true *communications infrastructure* that can be used to lift their lives and activities to a higher level of control and personal achievement.



Yet there’s a glut of technology hype in a confused computer market that has reached a planetary impasse on increasing real and down-to-earth usefulness to the common man.

In the 20-year effort to push through this impasse, ExoTech was discovered and registered as a 157-page U.S. patent, truly a new discovery. Along with this came ExoBrain – its software expression, empowered by the most dynamic force that exists.

“And what is that?” you ask. Well, here’s the surprise, and probably not one you’re expecting – it’s you!

Programmers will *not* empower an ExoBrain. You will. Yes, you. That makes the possibilities of what you can do with a computer virtually endless.

Putting it bluntly, ExoBrain software is like a perfect version of a friend in your computer. And as the old adage goes, two heads are better than one.

A NEW GENERATION OF COMPUTER LIKE ME?

“So,” you say, “it sounds pretty intriguing, but just how do you expect *me* to program with ExoTech?” Well, it goes like this...

First of all, the reason you can make an ExoBrain do what you want and the reason an ExoBrain can do what it does, is that it thinks pretty well the same way you do – it uses the same principles and methods that people use to think with.

These principles are the basic discoveries of ExoTech that enabled computers to *think the way humans do* – so that humans can interrelate with computers without confusion or today’s steep learning curves. In other words, bye-bye to the need for a computer science degree to make it possible for you to run your personal life or business or even much larger sectors of industry and society with a computer.

This all sounds amazing maybe, but it’s definitely true.

This new generation of computer program is a blank slate. It can adapt and change. It cooperates and fits into your life to be the way you want it to be. It’s very service-oriented and has arrived with a willingness to make life easier, more efficient and more dynamic. It works for you!

ExoBrain:

- Understands what you are talking about
- Knows what you’re asking for
- Does what it’s told
- Does things when you want it to

It is this new and underlying ability that has been built into each and every ExoBrain that results in it behaving, more or less, like a person who can assist you to build a computer environment that basically reflects your everyday life and needs.

It has no will of its own. It’s not like the so-called “artificial intelligence” of a limited device like SIRI. It’s *your* electronic person, a virtual reflection of you or what you want it to be.

OK, BUT JUST HOW DOES IT WORK?

An ExoBrain will behave much like a person under the same circumstances. And if that person is *you*, it will behave like you.

So how do you program it? Well, ask yourself, how do you “program” someone to make bacon and eggs?

You just tell them what to do. You say, “You fry something by taking a frying pan, which is one of these, and then you ... and then you take some bacon, and put it in the pan and then you turn the heat on....” And so on, until you’ve told them how to do it.

Once they know that by heart, you’d say that they’ve “learned” how to make bacon and eggs.

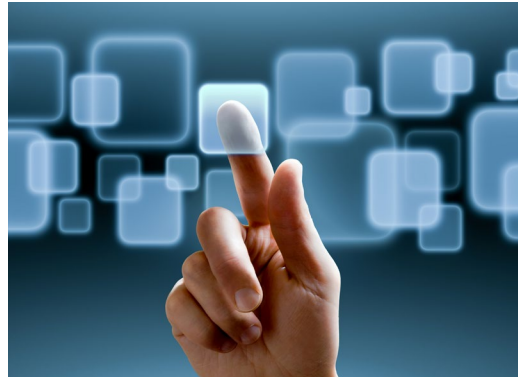
You could do the same for any number of regular tasks you might assign to someone, such as making an invoice, a list of goods, an itinerary. You’d just “teach” them.

But if you were talking about a computer, you’d say the computer had been “programmed” to make bacon and eggs or write invoices, or whatever. So the idea here is that:

Programming (in computers) = teaching (if referring to people)

Well, ExoBrain is a computer that works like a person, so you don’t “program” an ExoBrain the way you do conventional software; you teach it – like you would a person – how to do the things you want it to be able to do in the future.

You can teach an ExoBrain to do anything for which it has the needed abilities to perform the specific task required. For example, to teach a person how to make bacon and eggs, you’d have to know that they can hold a frying pan, turn on a stove, cook them and finally lift them out of the pan and put them on a plate. These are basic skills they’d have to have and combine to get the job done.



And that is where *our* programmers come into the picture. In the “ExoUniverse,” they create the basic skills or abilities in an ExoBrain – we call them ExoFunctions – that you then order ExoBrain to use in order to do something useful for you.

ExoBrain programmers create basic skills like make a box on the screen bigger or smaller, change the color of something, email or fax something, print something – things like that. Then you come along and tell ExoBrain to put a box with a green border here, get that data from there, add up those things and put the result in that box there (all basic skills or ExoFunctions the programmers made ExoBrain able to do at your command) and then you tell ExoBrain to call the result of all those instructions you just gave it “an invoice.” And Voila! You have just taught (programmed) ExoBrain to do “invoices.” Custom-made exactly to your specifications.

And then (with your permission, of course) ExoBrain will tell MotherExoBrain what

invoices are and how to do them. (“Mother-ExoBrain” is just a name we use for another ExoBrain with some extra features to enable it to do many useful things for ExoBrains. It sits on the Web, location unknown, with big name accounting firms riding shotgun on it to reassure you that neither we, nor anybody else, pinches your data). MotherExoBrain will tell all other ExoBrains across the world how to do “an invoice,” thanks to you!

Kind of like a practical social media where you can share your creations with others and share in what others have done.

That is “programming” ExoBrain style! And if you want to make a buck, you can tell MotherExoBrain to sell your creation to other ExoBrainers through the ExoShop at whatever price you want and she will send you the proceeds minus 15 percent for her services.

AND WHAT'S THIS NEW BREED LOOK LIKE?

You already know you're not going to see programs. What you will see is a world designed from ExoApps. ExoApps are each the electronic counterpart of some data you use or activity you do in real life.

These apps are self-evident, able to do anything an ExoBrain knows how to do, are language controllable and reflect you and *your* life.

In short, your ExoBrain will have apps put together by you, or by others like you, so it will look however you want it to look and

do whatever you want it to do. And if you're trying to figure it out without even having an ExoBrain to look at, just do the usual thing. Ask yourself, how do people do it? You can be pretty sure that ExoBrain will do it the same way.

If you look around your house, you will find different kinds of things that a computer can do something with. Letters, games, accounts, lists – like shopping lists and notes on this or that – you might even find files of stuff too. In an office, you'll discover all that and more – like meeting notes, payroll lists, stock lists, vacation schedules, a whole variety of things meant to make your life easier and more efficient.

Well, what you find in real life is exactly what you will find in an ExoBrain. Each of those different kinds of data – like letters or shopping lists and so on – are one ExoApp.

Each of these real-life things – a letter, a note, a game – is about different data or information.



Each of them *looks* different. A shopping list looks different from a letter and doesn't look the same as a board game.

And you do different things with a shopping list than the things you do with a game or a letter, don't you? You use a different mix of abilities with each.

So each of these useful things that you find lying around the house or business:

1. Is a different kind of DATA/
INFORMATION/THING
2. LOOKS completely different from other kinds of things
3. Is meant to DO different tasks than you do with other things

More completely stated, *that* is what an ExoApp is. It is a different combination of

1. INFORMATION / DATA / THING
2. That LOOKs completely different
3. And has available to it different combinations of useful things that ExoBrain can DO to it

ExoApps are pretty exact computer equivalents of all the useful things already lying around your house or business.

In essence, it's your "stuff."

We call it "ExoStuff."

"ExoStuff" is the collective name for all the different things in an ExoBrain that you (the user) or any ExoDesigner (someone like you

or any other person who designs ExoStuff) can create and play around with in ExoBrain.

When we say "play around" we mean that you can create and change ExoStuff in any way you want simply by *telling* the ExoBrain what you want (we call this "comprehensive language control") or by *pointing and clicking*, or by any combination of the two.

ExoStuff includes:

- ExoApps
- ExoButtons (change or make buttons you click to do anything you want)
- ExoData (your data)
- ExoRooms (desktops that are like rooms in a house, each with a different selection of what you want to do in that ExoRoom [desktop])
- ExoGames (create your own, play them with others across the Internet)
- ExoHelp (write, or rewrite, your own and share with other ExoBrain owners over the Internet)
- ExoHover Help (help that appears when you hover the mouse; you can also change it and write your own)
- ExoScreen Languages (change screen language at the click of a button or in response to an order to do so)
- ExoLists (lists of anything in ExoBrain)
- ExoMenus (menus of anything in ExoBrain)
- ExoViews (every ExoApp can have

different ExoViews, each of different complexity for different purposes and in different languages)

- ExoPersonalities, by the thousand -- and anyone can make one! (see below)

THIS BABY HAS PERSONALITY – AND LOTS OF THEM!

ExoBrain presents itself as if it were a person. This “person” makes your computer do your bidding and helps you do what you want to do.

We call this “person” an “ExoBrain Personality.” You can have one, or as many as you like. Eventually, there will be thousands of them to choose from, all made in ExoBrain by people like you. Your favorite celebrity? An electronic Einstein? A revered historical figure? You decide who you want to talk to for that activity – you can have as many personalities as you’d like!

When you change ExoPersonalities (which you do simply by telling ExoBrain to change or by clicking the name of the ExoPersonality you want), everything changes about the way the ExoBrain looks and behaves, the images it uses to look the way it does, the manner in which it addresses you, the sounds it makes, the appearance of it. It’s very personal and unique, like the world of any friend might be. It can include things another of your ExoPersonalities has, or different things, or any combination of the two.

Realistically, you might want a strictly conservative interface to run your business with.

But you might prefer a “have fun and kick up your heels” interface for your personal life. After all, you have more than one side. So we’re providing you with more than one side to your ExoBrain.

A single ExoBrain can handle several different users. So ExoPersonalities suitable for your five-year-old might not work for the lawyer you’re addressing in the sale of your home. But the same exact information (and all the functions of which ExoBrain is capable) would still be available to each of them (unless you had deliberately restricted what was available to a particular ExoPersonality).

All very magical. In fact, an ExoBrain is probably as near as you are ever likely to get in this world to being a magician, because, with an ExoBrain, if you can think it up, ExoBrain can more than likely do it. And if it can’t do it today, ExoBrain will tell mama (MotherExoBrain) that it got stuck, and MotherExoBrain will tell the ExoBrains of our programmers.



They’ll create and test the missing pieces your ExoBrain needs to do whatever you told it to do that it couldn’t. When these are finished you’ll no longer be stuck. Not only that, but all the world’s ExoBrains will now know how to do it, too!



CAN I REALLY CONTROL THIS NEW SPECIES?

Let's review the source from which this new computer world comes. Where do we get all the ExoApps and ExoStuff and Personalities? They come from you. Or, ordinary people like you, just as we've explained.

You make it, and you *can* control every individual thing you see on the screen.

You can say, "Take that box and turn it blue," or "Take that ExoApp and copy it so I can change it into a new ExoApp and call it 'Shipping List.'" Or, even, "Send my wife an email with the address of that great Indian restaurant I love and ask her to meet me for dinner at 5 p.m." Or, "Ask hubby to get the kids from baseball at 4 while I get ready for a dinner date with him at 5!"

It can really do anything. It's versatile. That's why we sometimes used to call ExoBrain "LegoWare" because it is so like Lego. Everything in an ExoBrain is separate (just as it is in Lego) and, because every individual thing is separate, anything can be assembled with anything else. In fact, ExoBrain is actually powered by the same hugely powerful principle that underlies Lego and human thought.

In building a machine, this is called the ANY-TO-ANY PRINCIPLE, which states that:

In an Any-to-Any Machine, any component can relate to any other

component in a manner that is not intrinsically hierarchical and is intrinsically unlimited.

Wow! Just what does that mean? Let's look at an example. Suppose that you told the last "baby" you had (aka, your traditional computer software) that you wanted it to send an email to your husband with a copy of the picture you took at Niagara Falls and the shopping list of items you want picked up by him during his business trip in San Francisco. You also needed to send an Excel spreadsheet to show him your budget and how to allocate the shopping funds. You threw in an itinerary as well so the two of you could meet to do the Maid of the Mist boat tour in Niagara on June 19. You wanted this done all at once with the computer simply grabbing the component parts you were sending and wrapping them into one whole



communication that got to your mate.

And what happened? Basically a series of "Cant dos" or "Sorry, you have to do..." or "Won't do, but here's a list of what I will do..."

or “I’m Word, you’ll have to go get Excel, then take us to Outlook Express and stop to pick up jpeg on the way, will you?”

Well this child clearly has learned to talk back, but really can’t do much without your help. But the ExoBrain “baby” gets you past that.

It’s a different species, called the Any-to-Any machine.

The computer that’s not in full communication with you is called the One-to-Many Principle Machine. It’s built with commands that work only one way and that limit the machine’s power.

And *that* is the basic and simple difference between traditional computing and ExoBrain computing. You can communicate with and interact with this new software as never before.

As a result, it no longer needs an expert programmer to change anything. You can change anything, make everything look and behave however you want. Full control is yours!



HEY, I THINK I LIKE THIS NEW KID!

We hope this new baby will make your life easier. We like to say that ease of use is what you do not have to do, in order to do what you do want to do. If you tell someone to send an email for you, it’s a lot easier than when you tell a computer to do the same thing. A person is easier to use than a computer. So, simply said, using an ExoBrain is more like using a person.

These are just some of the things you do NOT have to do when you use an ExoBrain:

- Figure out where to save anything.
- Figure out where to file anything.
- Figure out how to find anything.
- Worry about security.
- Save backups.
- Save versions
- Remember anything.
- Archive anything.
- Figure out how to do something, just tell ExoBrain to do it.
- Remember the steps needed to do something. To the devil with the steps – just tell ExoBrain.
- Understand terminology you’ve never heard of before. You don’t need to know special terminology anymore.

And there are a lot more things like that you no longer have to do.

The chances are if you don't want to do something and today's computer forces you to do it, that you won't have to do that in ExoBrain – and that includes understanding how it works.

In practice, ExoBrain does a lot more than any other piece of software on today's market can or ever will be able to do.

It does everything that Windows does and beyond, with the revolutionary difference that you can now control those things with normal everyday language. That is something you *can't* do with Windows.

Also, unlike Windows, ExoBrain contains an adequate enough selection of ExoStuff and ExoApps to enable you to do most of the normal computing that you usually do – without having to go elsewhere.

Plus, all the data you've ever entered into any ExoApp is available to *all* ExoApps. Data

is no longer in separate boxes called “programs” where another program can't get at it and use it. Any ExoApp can use Any data in the ExoBrain and do Anything the ExoBrain can do. (Remember, that is why we call it an “Any-to-Any machine.”)

Every ExoUser (including you, if you want to) can make and modify ExoStuff until it suits him or her exactly (rather than suiting the mythical “Average User”). He or she can send it to friends or to MotherExoBrain to give away to the ExoCommunity or to sell for them. So millions of ExoUsers will be actively contributing to the ocean of available ExoStuff that you can draw upon, mostly at no cost to you.

With the whole world now playing “programmer” you will be able to find something that *will do whatever you want to do* in your computer, all of which can be adapted exactly to your tastes and choices, all under full language control. Pure magic!



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AND THERE'S SO MUCH MORE TO THIS NEW ARRIVAL!

This was a very quick overview of some
of the key aspects of ExoBrain.

But it does a lot more!

- Remember...ExoBrain is not just new software.
- ExoBrain is a brand-new *species* of software.
- It's capable of vistas we have not even described.
- *You* are the magician and ExoBrain works *your* magic.
- Now, who wouldn't want a baby like that?

CONTACT US TO FIND OUT MORE

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