

## Cloud Enabled Solutions Patented<sup>1</sup> Distributed Personal Information Sharing Technology

### As Internet Usage Expands, So Does a Growing Concern for Privacy Protection

The Internet has caused the world to be “hyperconnected”, with 16% of individuals using a minimum of seven devices daily for work and personal access along with applications such as IM, text, web conferencing and social networking according to a recent study. 36% of individuals are “increasingly connected”, using a minimum of four devices for work and personal access along with six or more web applications (Source: IDC White Paper: The Hyperconnected: Here They Come! May 2008: sponsored by Nortel).

To do business with this growing “Generation Virtual” population, companies will need to provide, or connect to, social applications to attract and engage customers; gathering information about their future wants and needs to lead them toward products and services, according to Gartner. By 2010, more than 60 percent of Fortune 1,000 companies with a website will connect to or host some form of online community that can be utilized for customer relationship purposes (Source: <http://gartner.com/it/page.jsp?id+770914>).

As social application usage continues to grow, businesses and individuals are demanding that their sensitive personal information be in their control and only where they want it to be. These trends will create ongoing challenges for enterprises managing new tools of connectivity while providing information securely and reliably, at the same time ensuring that this connectivity is productive.

As a result, data management, accuracy, security and privacy are the hottest global trends within the mobile/wireless sector, data services industry (CRM), financial services and banking institutions, credit card processing industries as well as other online social communities.

### YOUnite Technology Solves These Problems

YOUnite, Inc. is a cloud based technology provider that has developed and patented a technology that enables any and all information associated with an individual, which may exist in a fully distributed way, to be controlled at granular level.

YOUnite’s patented technology is a platform independent, flexible, highly secure, scalable, and cost-effective software system which enables licensees to securely distribute and control personal data and content as soon as it is made available or updated -- irrespective of where it is stored. YOUnite technology ensures that data is available, accurate and consistent across all environments by *automatically* updating whenever there is a change or data is added.

YOUnite technology can be readily applied to any number of business sectors by means of customers facing products and services or back-end solutions. These solutions will provide for competitive advantages or operational improvements that will ultimately manifest as increased market share, reduced operating costs or both. YOUnite has specifically identified the following initial business sectors in which YOUnite technology will offer an immediate impact: social networking communities, wireless communications, data services, bank holding companies, and credit card processing companies.<sup>2</sup>

### The YOUnite Licensee Opportunity

YOUnite’s patented technology platform is available for license in complete source form, enabling customers/licensee’s full control of the implementation and ongoing support of service deployments based upon YOUnite technology.

The value to the licensee is that the technology enables the end-user (i.e. the licensee’s customers or the end-user of the technology) to manage the accuracy and distribution of their personal information and data across all federated systems. Moreover, because the data can be controlled at a granular level, the licensee offers the end-user the desirable notion of selective sharing: the ability of the end-user to choose who may have access to what specific pieces of data on an individual basis.

YOUnite will engage in technology licensing for a specific ‘field of use’ with a variety of vendors. These licenses will include usage based royalties where a royalty ‘buyout’ was not pre-negotiated. Pricing for licensing agreements will vary based upon the complexity and desired terms and conditions. Terms will range between 3-5 years.

**For more information about how you can partner with YOUnite, visit our website <http://www.youniteinc.com> or contact [tony@youniteinc.com](mailto:tony@youniteinc.com) | 1-866-794-4968 x701.**

<sup>1</sup> US Patent 7,461,071 [http://www.youniteinc.com/docs/patent\\_7461071.pdf](http://www.youniteinc.com/docs/patent_7461071.pdf)

<sup>2</sup> Additional information <http://www.youniteinc.com/resources.php>