

# The Kynetx Platform

## Introducing The First Context Automation Platform:

Kynetx provides the first Context Automation App Development Platform. This platform provides easy-to-use development tools to create context-sensitive, cross-platform apps that can stretch across any web site or web-enabled device. Kynetx Apps help increase key interactions by offering enhanced experiences at customer/user touch points like web sites, phones, desktop software, and even a brick and mortar world, all in the “context” of the user, making the touches more relevant to the user and more effective to the app owner. Apps built using Kynetx help strengthen relationships between app owners and users by offering more relevant experiences *in the places that matter most*.

## What Makes the Kynetx App Platform Different?

Kynetx offers the first ever App Development Platform that:

- **Stretches across web sites & devices** = Because the platform lives in the cloud, you can quickly create apps that work on any web site or device.
- **Flexible** = Apps can facilitate mashups including any data source, along with a variety of programming elements and content to make never-before-seen app capabilities.
- **Secure & private** = Since the Kynetx Platform doesn’t “see,” or store, any personal info. and easily integrates with OAuth, iCards, and other security methods, users can be assured their interaction will remain private and secure.
- **Context-aware** = The patent-pending Kynetx Rules Language looks for, and understands, user context (any information about them, where they are, what they’re doing) then responds through a wide variety of actions for a robust and relevant user experience.
- **Cross-platform** = Kynetx Apps work on multiple operating systems, devices and browser types.
- **Networked-delivered for low maintenance** = The Kynetx Rules Engine lives in the cloud, giving developers the ability to change an app once and have it change the client experience everywhere, instantly.

## The Platform Consists of Three Main Components:

### 1. The Kynetx Rules Language (KRL):

The Kynetx rule language allows developers to observe events, evaluate conditions, and take action. It also uniquely understands context, data sources and security. The language offers a library of smart “actions” to help programmers quickly create solid, flexible apps without having to code and test all the tiny details.

#### Flexible & Rule-Driven:

Using KRL, programmers create apps that are rule-driven. KRL makes use of other embedded languages like:

- HTML
- Javascript
- Regular expressions
- jQuery-style DOM selectors
- JSON & JSONPath
- XML

#### Integrates Data Sources:

KRL allows you to use data from a variety of sources like:

- Web sites
- GeoIP locations
- Online databases
- User accounts
- Session information
- YQL and Yahoo Pipes

KRL includes pre-baked primitives that hook into the Amazon Product Data API, Twitter API, OData, and GData sources like Google Calendar. KRL provides built-in support for OAuth to maintain security and provide user approval.

## Touches a Variety of Endpoints in the User Environment

KRL also works seamlessly with a variety of endpoints in the user (client) environment. Some of these may include:

- Browser extensions (add-ons, plug-ins, etc)
- Smart Phones with web interface
- Bookmarklets
- Site tags
- Information Cards
- Toolbars
- Widgets
- Desktop Agents
- Network proxies

## 2. The Kynetx Rules Engine:

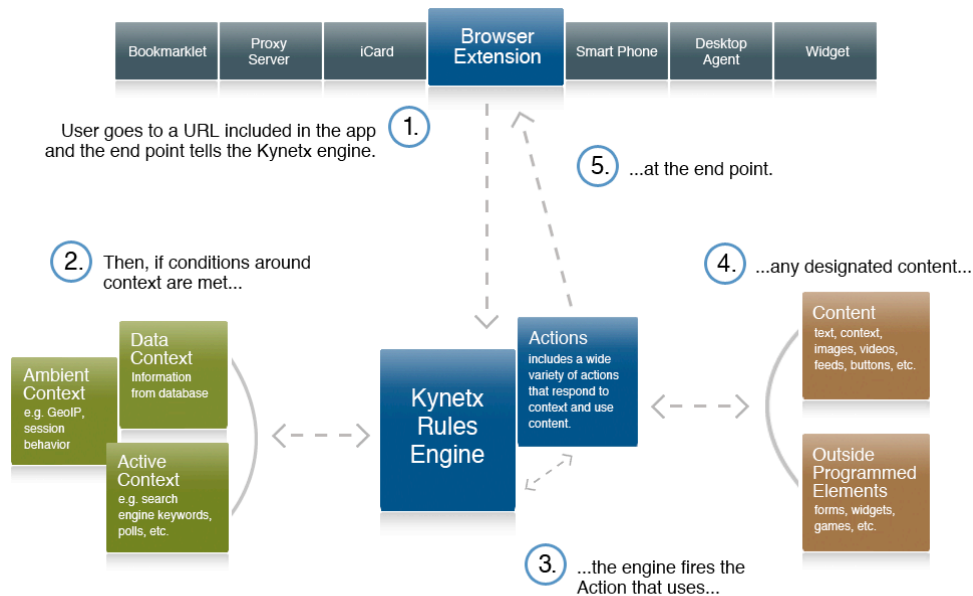
This engine lives in the cloud so developers can take advantage of the “change once and everyone sees it” feature of cloud-based apps as well as the performance, security, ease of maintenance and access of cloud-based apps.

## 3. Kynetx AppBuilder:

Designed specifically to make Kynetx app creation fast and easy, Kynetx AppBuilder is an IDE that allows for quick integration of apps to end points (includes automated browser extension, bookmarklet and information card generators), data sources and context. Complete with testing, deployment and distribution tools, Kynetx AppBuilder makes app creation fast and solid.

## How the Platform Works:

- 1) The user installs the client endpoint portion of the App. The endpoint “watches” to see when that user goes to a specific location (URL or device) and notifies the app in the cloud.
- 2) The app looks for relevant context in the user environment, in a database or through information the user gives. If conditions in the rule are met...
- 3) then, the actions provided in the rule are taken.
- 4) The app delivers the associated actions that modify the user’s experience.



## For More Information...

To learn more about the Kynetx Platform, contact a Kynetx Representative at 801-649-4901 or email us at [info@kynetx.com](mailto:info@kynetx.com). For more information about the company and products, visit our web site at [www.kynetx.com](http://www.kynetx.com).