

Kynetx Search Engine Annotation Apps

Maximize Your Web Presence:

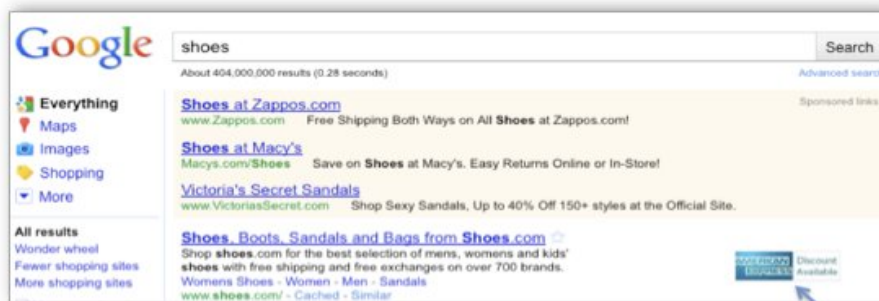
Pump up the power of your marketing and web traffic with a leading-edge app strategy. Increase purchase frequency and customer satisfaction by leveraging patent-pending Kynetx Search Engine Annotation Apps for context-sensitive and cross-browser interaction with customers on *any* search engine.

Responsive Apps that Communicate in Context:

Once your customers download your branded app, they can find key information and offers directly from the most critical sites on the web—search engines. And because the Kynetx Rules Language understands and responds to the context of the user, each offer can be highly-personalized and relevant, increasing response rate and customer satisfaction.

1) Search Engine Annotation Where it Matters:

The average user visits a major search engine over 88 times a day and the home page is often the most frequently used doorway into the Internet. The problem is carving out attention in a search engine for your brand is expensive and can be hit-or-miss when it comes to efficacy. With a Kynetx App loaded in a user's browser, customers can see relevant merchants, locations or products all from within search results. By clicking on an icon of your logo, they can also see specific information about that site for that site, like ads or messages. And, because Kynetx enables cross-site functionality, the same annotation and interface can show up on *any* search engine—all with the same app.



Insert your logo next to search results for sites that matter most to you and your customers.

2) Maximize your SEO & Web Marketing Dollars:

Get more bang for each web marketing buck by using Kynetx Apps to communicate in permissioned, highly-targeted ways that work. Stop wasting money on customers that don't care about your product or service, or can't find you in the sea of similar ads in search engine paid sponsorships. Place your content on the most coveted real estate (at the top of the home page) without paying thousands. With a Kynetx App, you can grab your customers' attention and guide their experience in convenient, brand-enhancing ways while maximizing your budget at the same time.

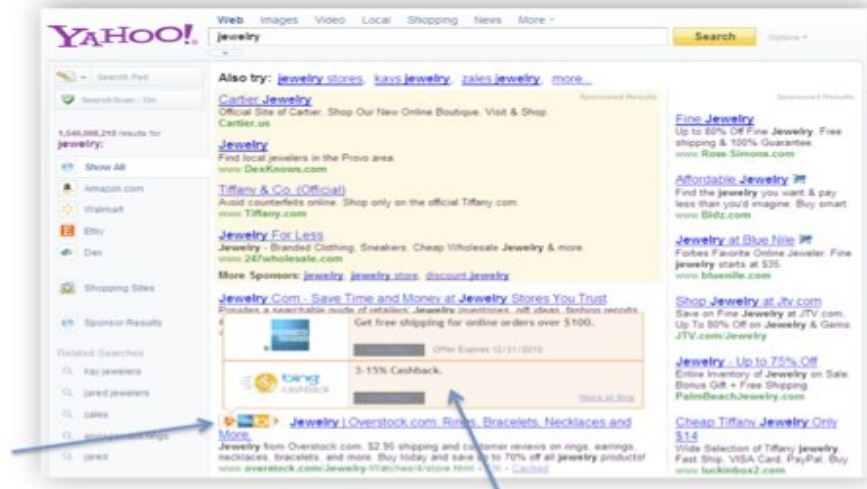
3) Context Gives You More Power:

Using Kynetx, your app can look for, and respond to user context. What do we mean by context? Kynetx context is information about the user that will enhance their experience like: geographic location, memberships and affiliations, purchase history, interests, purchase intent, demographics and more. By understanding the user's context, the app can show your icon next to highly-relevant search results, driving clicks and increasing your response rate, instantly.

4) Leverage Social Media to Boost Your Program:

Give your customers the ability to share and interact with your social networking sites like Facebook and Twitter as they search the web. Bump up interaction and network size by offering “Like” buttons, posting fields, or rating links directly from your Kynetx Search Engine Annotation App.

You can also insert widgets or mini-menus that allow your users to open a listing of offers or messages next to the search result listing.



Users can then select an offer directly from the list, or look for more information.

5) Offer Lists, Widgets, Surveys & More:

Kynetx Apps can allow users to click on an annotation and open any kind of interactive widgets, lists or and surveys. Serve up multiple offers with buy buttons, videos, ratings, Tweets, wish list buttons and more, all from a single Kynetx annotation.

6) Fast Creation, No-hassle Updates:

Uniquely designed to minimize development and maintenance effort, the Kynetx Platform lives in the cloud, giving you the advantage of creating an app once and having it work across different browsers, devices and platforms. Also, because it's in the cloud, when you update your app, every user sees the change instantly—without re-downloading. Your customers will thank you for using Kynetx!

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 information 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 such as where they are, what they're doing, etc.) 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.

For More Information...

To learn more about the Kynetx Search Engine Annotation App, contact a Kynetx Representative at 801-649-4901 or email us at info@kynetx.com. For more information about the company and products, or to sign up as a developer and start creating Apps today, visit our web site at www.kynetx.com.