



# The Digital Wasteland

We wander around the internet, leaving fractured fragments of our lives across the digital landscape. We post videos. We make comments. We upload photos. We tell our stories across websites and inside social networks. We create and consume content on the web. And all that content floats about, waiting for someone to look, someone to find it. Despite our willingness to share, our stories become lost, diluted or ignored. Or worse, they are abused, misappropriated or exploited.



## thoughtbooks™

As thinkers, we at thought™ believe that it is time to change all that. We build tools called thoughtbooks that allow you to create multimedia expression of your stories. Thoughtbooks™ allow you to harness powerful technology, but tame that technology behind a dazzling simple, fun user experience.



## Intelligent Content

For thousands of years, we've had an easily defined relationship with our content. Someone has an idea. They record that idea. That recorded idea is, perhaps, replicated, indexed and warehoused. Someone else finds that they want to be exposed to the idea. A search is initiated and the information is sought. Perhaps it is even found. All the content can do is languish inside the pages of a book on a shelf in the bowels of a library. It does not understand what it is. It does not search back.

We brought that frame with us onto the internet. We record and warehouse our ideas. Searchers work to create better tools to find it. Hide and seek.

What if there was another way? What if the content was intelligent enough to understand how it is intended to be used and by whom? What if it could search back? What if it knew just how much to reveal because it was created with permissions that defined access for different users? Thoughtbooks™ allow you to create intelligent content--content that doesn't have to sit like a wallflower on a digital shelf waiting to be noticed.



## Trust Framework

Our identities have been boiled down to a few ID numbers and the residue that a search engine skims off the surface of the web. We put our content out and hope for the best. What if the content bore an indelible mark of ownership that protected identity, intellectual property and the content itself?

Thoughtbooks™ are built on a trust framework. We believe that the best way to address security on the web is to begin at the beginning--to create our content on a framework that marks, tracks and protects it.



## A Proven Tool

We've built thoughtbooks™ for large corporations. Now we're building them for you. Right now, we're enabling the world to register a democratic opinion. Follow our progress at [WeCanVote.org](http://WeCanVote.org).