

## MACROPROFITS

*"Without a workable micropayment platform, the Internet culture invites piracy and the devaluation of creative content."*

2-WAY MICROPAY™ offers the world's first integrated, two-way electronic messaging and financial transaction system. It is a single sign-on, cross-site platform for the instant sale and delivery of premium content at affordable rates. Plus, it includes integrated collection and dissemination of marketing data, adding value for both consumers and businesses.

***Prior micropayment efforts have all been one-way dead ends.***

2-WAY MICROPAY™ is more than just another payment option. It is a new, culture-changing technology that brings unique benefits to consumers, advertisers and content providers.

2-WAY MICROPAY™ eliminates the risk of pre-funding an account. We give consumers a stream of "free" money from advertisers willing to pay for their attention. Plus, content providers and advertisers get better marketing information on the real browsing and buying habits of their customers and prospects.

## 2-WAY MICROPAY™

[www.2WayMicropay.com](http://www.2WayMicropay.com)

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## MICROPAYMENT

*"The exchange of pennies, nickels and dimes, without credit card fees, using a single sign-on for all web sites, is the key to monetizing web content."*

Prior micropayment efforts all failed because they overlooked the importance of creating a two-way flow of funds and information. By empowering consumers to receive "free" money in the form of micropayments from advertisers, the risk of funding an account is eliminated.

***2-Way Micropay™ solves the micropayment dilemma.***

Plus, by giving consumers a stream of "free money" their experience is that they are trading "free" nickels, dimes and quarters for original content they really want. This risk-free experience acclimates users to the idea of paying small amounts for original content.

As more micropayment content becomes available, consumers will naturally transition into spending more on content than they receive in "free" ad money. But even as they begin to add their own funds to their accounts, they will never lose the experience of feeling that many of their online purchases are now being paid for by "free money."

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# The "Free Money" Solution



# To The Micropayment Quandary

## CONSUMER BENEFITS

As a consumer, what 2-WAY MICROPAY™ means to you is:

- ⊙ **FREE MONEY.** Earn 85% of advertising dollars spent to get your attention.
- ⊙ **MORE CONVENIENCE.** Buy with a click, without the need to fill out credit card forms. Easily add money to your account.
- ⊙ **LOWER PRICES.** Buy original content at reasonable prices without a subscription.
- ⊙ **LOYALTY & HONESTY.** Support those who create the content you like so you can get more of what you want at reasonable prices.
- ⊙ **SINGLE SIGN-ON.** One ID and password, managed by our central payment center, is all you need at any 2-WAY MICROPAY™ enabled web site.
- ⊙ **PRIVACY PROTECTION.** No spam allowed. You control follow-ups by setting the amount you want to be paid for your attention.

Plus, your account makes it easier for you to profit from the Internet economy as a blogger, affiliate, auction participant, consultant or any other way where you send and receive money.



## ADVERTISER BENEFITS

As an advertiser, what 2-WAY MICROPAY™ means to you is:

- ⊙ **MORE GOODWILL.** Small rewards for your prospects' time and attention will frame their first impression with a smile.
- ⊙ **CUSTOMER LOYALTY.** Participate in a universal rewards program that empowers consumers to buy content they really want.
- ⊙ **BETTER LISTS.** Get contact information and demographics as well as behavioral metrics on everyone who sees your banner ads or receives your e-mail offers.
- ⊙ **ETHICAL FOLLOW-UPS.** Follow-up offers are always welcomed when they include the micropayments that customers are willing to accept for their time, goodwill and marketing data.
- ⊙ **BETTER PROSPECTING.** Easily find prospects with proven interest or history of buying products in your target market.

Plus, with your Qixit™ e-mail follow-up offers, we gather information on recipients' read time, number of reads, and printing behavior so you can quickly create hot lists of your most interested prospects.



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## CONTENT PROVIDER BENEFITS

As a vendor, what 2-WAY MICROPAY™ means to you is:

- ⊙ **LOWER COSTS.** No minimum credit card fees, i.e. 25 cents per transaction.
- ⊙ **INCREASED REVENUES.** Easily sell archived, dated or low-value content for pennies, nickels, dimes or more.
- ⊙ **IMPULSE SALES.** Make it hassle-free for prospects to buy your entry level items using their "free ad money."
- ⊙ **BETTER TRACKING.** Collect superior, real account data on every customer, including their contact information.
- ⊙ **HAPPIER AFFILIATES.** Automatically split receipts with referring partners.
- ⊙ **ECSTATIC CREATORS.** Automatically pay royalties to contributing artists or distributors with each sale.

Plus, whether you are big or little, a publisher, distributor, musician, artist or online retailer, you can easily create product purchase links using either our manual interface or automated API.

