



## Wunbox Space™: *Brief*

Wunbox Space™ is an Adobe Flash based web application that redefines the core paradigms of email communication by separating e-mails into their fundamental constituents (header, body, attachments, contacts), and using these objects to form a self-generating social network presented in a user-centric context aware virtual communication and file sharing application that is backward-compatible with existing e-mail protocols.

E-mail has been around since as far back as the 1960s, passing the test of time as its core paradigms have remained mostly intact since inception. But times have changed, and what was initially created as a solution for passing messages between terminals, has become the primary channel for virtual communication and file sharing.

This revolution has started to show cracks in the seemingly infatigable armour of e-mail: spam, lost e-mail, undelivered e-mail, too many e-mails, badly organized inboxes, server overload due to large attachments, attachment playback and security, archiving, address book management, constrained one-to-many communication ...etc.

E-mail was not designed for the 'rich web', and all solutions to-date have been simply quick-fixes: Gmail uses search to overcome the chaos and volume factor, Outlook uses folders to organize messages, 'read receipts' attempt to control delivery problems, ...etc.

These issues, the lack of real solutions, and the general limitations of e-mail have driven people to social networks such as Facebook for their rich communication platforms, controlled messaging environments, and communal characteristics.

Social networks have come a long way from their BBS roots. Their popularity (Facebook is 300 million) is changing the way people communicate, share, and socialize online, yet they fall short on many fronts: closed circuits requiring membership to participate, manual user effort required to maintain up-to-date profile and personal network, limited purpose (LinkedIn: business, Facebook: personal), ...etc.

In light of the above, we asked ourselves, "Why not redefine the core paradigms of e-mail to meet the requirements of a personalized, communal, rich web?"

Wunbox Space™ aims to combine the best of both worlds: the open, universal communication characteristics of e-mail, with the rich, communal nature of social networking.

The key differentiators of Wunbox Space™ are:

- A 3D Interface: an interactive, workflow and action driven interface that leverages the extra 'space' enabled by the 3<sup>rd</sup> dimension to effectively visualize 3 spaces, messages, contacts, and attachments separately and concurrently. Each space exists independently, enabling type-specific functions / actions / options / views (i.e. the best way to navigate messages is not the best way to navigate attachments).

- Self-generating, self-organizing and ranking visual address book that requires little to no effort from the user to maintain high accuracy and currency. The visualization enables quick contact access and search.
- Self-generating universal social network (of all Wunbox Space™ users) that automatically visualizes each user's personal social network (as a part of the universe) through his address book. This social network is presented in two dimensions, (1) strength of personal relationships, (2) strength of inter-'friend' relationships.
- 'Natural Search', mates reference based visualization with context aware actions to create a natural 'human' approach to finding objects (messages, contacts, attachments).
- Context aware interface adapts what's on the screen to user inputs, relieving the user from the need to change views manually to accommodate his needs. In a sense, the interface is designed to 'predict' what the user wants to see following a given activity.
- Gesture enabled interface allows for full drag activity on all objects across the 3 spaces and the 3 axes without overwhelming the user. This is achieved with a system-managed drag layer that preserves the simplicity of user inputs within the complexity of the 3D space.
- Customizable message views: e.g. walkthrough message view allows reading of up to 12 full e-mail messages at once without information overload.
- Timeline method of browsing objects through time (messages, contacts, attachments).
- In-built attachment handler, to view / stream / edit all attachments (audio, video, photo, docs) within Wunbox Space™ (no need to download to desktop).
- Optimized front-end / back-end communication (more effective than SOAP) to reduce latency and increase reliability.
- No need for @wunbox account. Can complement any third party pop/imap account, including Gmail, with most features enabled. If user opts for registering, @wunbox is issued, and user can aggregate all pop/imap third party accounts under single @wunbox user.
- Social network exploring and expansion through friends' networks based on privacy settings.
- Attachment sharing can be direct (attachments show up in recipients attachment space with notification who the sender is) for Wunbox Space™ users and via e-mail to non-Wunbox Space™ users.
- Explicit message filters that hide / show objects in real-time without having to 'reload' pages.

All of these, and many other features, come together to provide users with a unique 'one box' location for all their online communication, networking, and file sharing needs.

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