



HOW PERFTECH'S IN-BROWSER MESSAGE DISPLAY RELATES TO THE USER'S REQUESTED WEBSITE

Overview

PerfTech provides a tool that allows Internet Providers to proactively communicate with their subscribers in a manner that is timely and reliable. While Providers supply the message content, PerfTech's Bulletin System supplies the message delivery. Bulletin System delivers the message directly to the subscriber's browser screen, where it displays usually at the top, right side, or bottom of whichever website the subscriber has requested. Because a Provider's message appears in the same browser screen as a user-requested website, such as Google, CNN, eBay, etc., a frequently-asked question is: is the content of a user-requested website affected in any way?

How PerfTech Message Delivery Works

The short answer to the question is *no*. These are the salient characteristics of PerfTech's in-browser message delivery:

- Message delivery is website-agnostic and totally independent of the requested page.
- Bulletin System delivers "waiting" messages to targeted subscribers upon detecting browsing activity. Only the *format* and not the destination information of a user's website request is checked to ensure the proper operation of a message delivery.*
- The subscriber-requested page is fully rendered, fully accessible, scrollable, and viewable.
- Bulletin System is not a proxy and, in fact, *none* of the Internet content from a destination site to the subscriber passes through Bulletin System devices.
- The content of a user-requested website is never altered or modified, and cannot be observed.
- Bulletin System does not shape or alter bandwidth. Nor can it interfere with VoIP, Instant Messaging, or other services that may be web-based (as does a "walled garden").

* The destination information of a user website request is examined only in the case that the subscriber has opted to use PerfTech's Website Sentry application, allowing the subscriber to specify and filter categories of Web content that are to be blocked from access to any devices on the account.