



## What is VSOS?

VSOS is a companion application that unifies the information that flows through your email, email address book and web browser. The goal of the product is to enable you to cultivate and share topics of interest freely. The process of doing this is called SOS, which stands for save, organize and share. The product is specifically designed to make the SOS process complimentary to the way you currently use the Internet.

The interests you cultivate using VSOS can include web content, products, businesses, emails, people and notes. The application uses web services to leverage the superstore functionality of Amazon.com, and its partners like Target.com, MarshallFields.com, TOYSRUS.com, Imaginarium.com, SPORTSRUS.COM, and BABIESRUS.COM. VSOS also utilizes a similar approach to integrate with Citysearch's local listings and city guides, tying it all together with an interactive mapping function powered by Microsoft MapPoint.NET.

In summary, VSOS enables you to pull all of this information in, meaningfully tie it all together, and save, organize and share the portions of it you'd like using your own email software and email address book (currently limited to Outlook 2000/2002).

## Why do I want it?

Today, most search-related activities end up in the 'get it and forget it' bucket. That's fine in many cases. Sometimes, however, you find stories, reviews, consumer opinions and online postings that inspire you or are relevant to an interest that you want to cultivate. Other times you encounter products you are thinking of buying, and places you want to go. In some instances you are in actual research mode. While others you simply discover a piece of information that you don't want to forget it, lose it or have to re-find again.

## Who is it designed for?

If any of the following scenarios describe you, then you will get a lot of utility out of VSOS:

- "I am a **PRODUCT NUT**. I like to build lists of music and movies I like, books to read, and products I might want to buy. I generally enjoy the research process of figuring it out."
- "I find myself **PLANNING TRAVEL** or going out types of activities a lot. I consider myself a connoisseur and/or well informed on what's hot and why."
- "I am working towards and through a **LIFE MILESTONE**. Maybe I am having a child. Or learning how to be a parent. Or for that matter, getting married. Lots of decisions, lots of details and a whole education and coordination process, much of it via email with friends and trusted sources."
- "I am confronting a **HEALTH ISSUE**. Perhaps it's a chronic ailment, like diabetes or a degenerative muscular problem. Or something potentially life threatening, like cancer. What are my options, and what has worked for others? Are their products or professionals that I should know about? Knowledge is survival."
- "I am a student or a professional who needs to do a lot of **RESEARCH**. The topics may change, but the need to search, capture and organize information that spans multiple web sites and leverages feedback from others is never-ending for me."
- "I consider myself an **ENTHUSIAST**, and try to keep well informed in my areas of interest. It could be fashion or fitness or maintaining a healthy regimen. Maybe I am a history buff. Regardless, I am looking for a better way to build my knowledge base."
- "I am a **COMMUNITY SEEKER**." I am mostly interested in finding like minds to exchange ideas and the supporting information behind those ideas with. Both to share and receive the benefit of other perspectives. Quality over quantity is my mantra."

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