

THIS IS THE STORY OF SHAREDBOOK, A TECHNOLOGY COMPANY THAT HAS CREATED AN ON DEMAND, REVERSE PUBLISHING PLATFORM THAT ALLOWS USERS TO EXTRACT DATA AND CONTENT FROM MULTIPLE SOURCES, MANIPULATE IT, THEN DISTRIBUTE THEIR UNIQUE CREATION ONLINE OR OFF.

By freeing data on the Web to be repurposed offline, SharedBook is creating a new market for publishing and monetizing the consumer-generated media and social networking of Web 2.0 technologies and others.

Read our story here, created with SharedBook technology and wrapped in one of SharedBook's laminated covers. The history of SharedBook is still being written. If you would like to know more, please contact:

Caroline Vanderlip: Caroline@SharedBook.com – CEO

Ann Manby: AManby@SharedBook.com – VP Communications

Or better, try our technology, and create your own complimentary book, by calling us at 646-442-8858.









SharedBook Highlights


Dedication	1
The History of SharedBook	4
Legacy.com - a Case Study for Data Integration	6
The Technology that Binds SharedBook	8
SharedBook Partners & Awards	11
Open API: Free The Web	12
SharedBook Memories	14
Life on the Street	22



The History of SharedBook

Although it seems like we started only yesterday, there is actually more than a bit of history to SharedBook. Four years of it, to be exact.

SharedBook began in Herzlia, Israel in April 2002. Founded by serial software entrepreneur Josef “Yossie” Hollander, the company spent its early years working diligently, under the radar, to develop annotation and collaboration technology.  ¹

Yossie wanted to find a way to make e-books interactive so there would be a reason to read online. Two years later, Yossie’s pre-teen daughter wanted to create a book on Britney Spears to give to her friends. Why not adapt what had been created for e-books? This way, his daughter and others would be able to use technology to enhance their creativity. And it would be fun. In 2006, the core of that technology was adapted and brought to market to enable book making and third party integration.  ^{2,3} But we’re getting ahead of ourselves.

In 2004, Caroline Vanderlip was hired as the company’s CEO. She hired an assistant, a head of Business Development, and found a tiny, cheap space in an “executive office” where the New York headquarters was born. The development work in Israel raced forward and in 2005, SharedBook’s first products hit the market. With the launch of SharedBook’s first two beta projects, *Cool Running*, *Run New England* and *The Cruise West Exploration Journal*,  ⁴ the company was in business.

Steeped in research  ⁵ and experience in Brand marketing, SharedBook’s thrust was to introduce the new technology to Brands so they could reach their customers with a keepsake that would tie the customer and the Brand together.  ⁶ Within a year, SharedBook had signed Little League International®, AYSO®, Regent Seven Seas Cruises, Steamboat and Yosemite — great clients, working with SharedBook to help consumers make some amazing books!

Over the next two years, the company’s business and client base would continue to grow, necessitating a move to its current headquarters at 14 Wall Street. Twenty-eight new book titles would be launched and a host of new features added. Most recently, SharedBook launched its first data integration client, Legacy.com, and announced that it was publishing its API. The intensity and vision of the Company remains strong as we pursue these universal opportunities.

History: Comments

1: Under the Radar

by: Mor Schlesinger, VP R&D

January 2, 2006

I couldn't even tell my husband or parents what I was working on! First, because Yossie knew what he was developing was unique and marketable and second, because my husband was CTO at another Israeli tech company!

2: Patents Pending

by: Antonella Popoff, Legal Counsel

January 8, 2006

Three patents are currently pending on this technology.

3: The Early Years

by: Alec Pollak, VP Product

January 15, 2006

Given the innovation and complexity of our offerings now, those first offerings seem almost quaint.

4: 30% Buy Rate

by: Rick Hunt, VP Marketing

January 15, 2006

The results with CruiseWest were better than could have been imagined as roughly one-third of Cruise West's Alaskan passengers purchased a SharedBook to commemorate their cruise experience. The floodgates had been opened and the expanding SharedBook team worked around the clock to partner with a variety of new clients.


5: Aha!

by: Bridget Williams, VP Business Development

January 15, 2006

I remember the excitement sitting behind the glass wall of the research center and realizing that consumers were trying to manually create what we were planning to offer. They were actually describing how they pulled content from multiple sources, downloaded pictures from cruise line Web sites, gathered stories and pictures through e-mail exchange and pulled them together into scrapbooks which they said took up too much space. It was our first 'aha' moment!

6: Markets we're focusing on

 by: Bridget Williams, VP Business Development

January 15, 2006

After patents were filed, I remember our first business meetings. A lot of people thought our technology was 'cool' but we were intent on finding the businesses that really understood the marketing power behind the idea. We settled on travel, sports, youth activities and entertainment.

Legacy.com and SharedBook – A Case Study for Data Integration

Legacy.com has been described by no less than CBS MarketWatch as the “granddaddy” of online memorial companies. They have become a true online success story. For over 300 newspapers, covering markets from the largest to the smallest, Legacy.com is the leading provider of online obituary services. And Legacy.com is emblematic of other online businesses that have successfully developed a robust and active community with rich and varied user-generated content. Like many online companies, Legacy.com also wanted to offer users new ways to experience their content, develop new brand extensions, and diversify its revenue base.

Enter SharedBook. In October of 2006, SharedBook partnered with Legacy.com for the first SharedBook custom data integration project. Our joint objective was to find a better way to execute and capitalize on an already existing consumer behavior – the desire to print and preserve the tributes left by friends and family in the Legacy Online Guest Books. With SharedBook technology, this practice evolved into The Commemorative Guest Book.



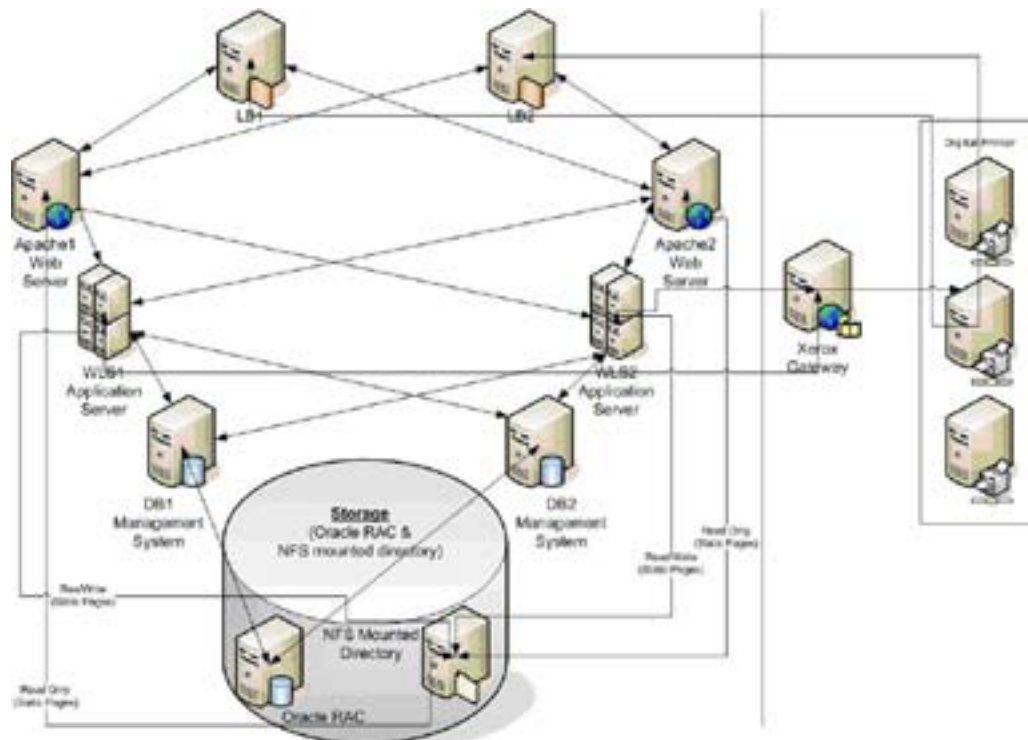


Today, users of Legacy.com can easily flow all the relevant data about their loved one embedded in the Legacy.com Web site into a personalized publishing space, from which they can purchase a professionally published book. The user receives a physical compilation of some of the stories and photos that made someone's life special. Legacy.com gains a high-value product and brand extension delivering significant new revenue.



In a few clicks, users can first review and edit the data from Legacy.com, and then add photos and stories to complete their tribute. Even more interesting, they can also invite others into their private book making space to contribute additional stories and special photos. A limited month-long test in a handful of Legacy's partner newspapers proved the concept; the product offering then quickly rolled out to the rest of the sites in the Legacy.com portfolio. Soon to come are enhanced features and international expansion.

SharedBook's partnership with Legacy.com has proven the value of data integration as a tool to monetize what has become known as a defining characteristic of Web 2.0 – User Generated Content. Recognizing that not all Web content is disposable, SharedBook and Legacy.com are delivering a solution to help users preserve the information that is most important to them. For all of the parties involved, it is technology used to produce a memorable result.

The Technology That Binds SharedBook






SharedBook specializes in integrating data from various sources into a shared space. The data can be retrieved from a feed (synchronously or asynchronously), or pushed via SharedBook's open API. One of the unique aspects of this data integration involves mapping the data into a rich data model that allows flexibility for clients, partners and users to collaboratively manipulate this data in a client-supplied environment. This patent pending collaboration technology enables users to create a personalized book, combining personal photos and stories with community photos and stories interwoven with the client's supplied content and other third party content, as appropriate.

Unique to others in the space, customers of SharedBook can use a standard Web browser (with code created in HTML, AJAX, and other standard Web technologies) to view content in a sophisticated way, without the need for specialized downloads, plug-ins or add-ons.  ¹ All of this is achieved through a specialized content server responsible for storing content and annotations, as well as the consumer's content and various algorithms that are used to maintain the synchronization of the annotations and the content.  ^{2,3}

SharedBook's partner data integration is accomplished by a generic partner-adaptor component which is an integral part of the content server. The generic adaptor

is used to receive a partner data feed containing content for an initial book. The technology enables consumers to seamlessly create a customized SharedBook book directly from the partner site. In addition to the generic partner-adaptor, specific adaptors can be easily introduced to enable introduction of partner-specific content: text, photos and any structured database information can be used to create a pre-populated printed product or a book making space on one of our generic book Web sites.

The company's latest technology addition is an open API framework, that enables every partner to independently develop Web sites and software that integrates into the SharedBook application. This API allows: dynamic definition of articles and book making spaces, uploading of photos and stories, and previewing capability. The open API framework is REST based, and includes a secure authentication mechanism to prevent fraud.  ⁴

In 2007, SharedBook will extend the open API  ⁵ and CAT (Content Application Tool)  ⁶ integration to allow partners and sophisticated users full flexibility in the creation of generic books. These include: dynamic branding, new templates that can include data represented in tables, static PDF backgrounds, photos, and combinations of objects, and greater user options.



SharedBook's FlipBook widget

The Technology: Comments

1: Content

by: Ben Horst, Product Manager

January 2, 2007

SharedBook's technology also allows consumers to create their own books while incorporating the original content along with other users' annotations, photos, etc., within a rich set of customized templates that can be dynamically printed or incorporated using a flipbook widget in online, viral efforts.

2: SharedBook's Value of Brands

by: Bridget Williams, VP Business Development

January 8, 2007

Customer engagement, authentic interactions and personalization are all key drivers of marketing and Brand experience. SharedBook brings an authentic way to establish post-experience engagement and interaction.

3: Embed Your Brand with Personal Memories

by: Rick Hunt, VP Marketing

January 8, 2007

Brands are able to provide information and content that is relevant to the consumer and that the consumer values as part of the experience. From the trail map of the ski resort, to the favorite recipe of the cruise line, SharedBook ensures that a company's Brand is embedded in the personal memories of the consumer.

4: Dynamic Branding

by: Alec Pollak, VP Product Management and Creative Services

January 8, 2007

In addition, SharedBook's branding technology allows clients to customize the look and feel of the online site and printed book, as well as name specific terms and content.

5: Open API

by: Rick Hunt, VP Marketing

January 8, 2007

Open API allows Web sites to flow their users' Internet content seamlessly into a SharedBook book-making template.

6: Content Application Tool

by: Alec Pollak, VP Product Management and Creative Services

January 8, 2007

CAT or the Content Application Tool is the Web-based software application that SharedBook uses to create its memory books. By opening CAT to the public, Web users will be able to set up their own, personalized book-making templates.

SharedBook Partners & Awards

CURRENT PARTNERS

Customer engagement, authentic interactions and personalization are all key drivers of marketing and Brand experience. SharedBook brings an authentic way to establish post-experience engagement and interaction. SharedBook enables brands to embed their brand values into the personal memories of the consumer. SharedBook's business development team is focused on verticals where the brand adds value to the customer experience, including travel, music, entertainment, and sports. Current clients include:

- Regent Seven Seas Cruises
- DNC Parks & Resorts (Yosemite National Park)
- Little League International®
- Legacy.com
- American Youth Soccer Organization®
- American Skiing Corp. (Steamboat, CO and The Canyons, UT)
- Iowa 4-H Foundation
- Sportography
- TLContact (CarePages.com)

CURRENT DISTRIBUTION PARTNERS

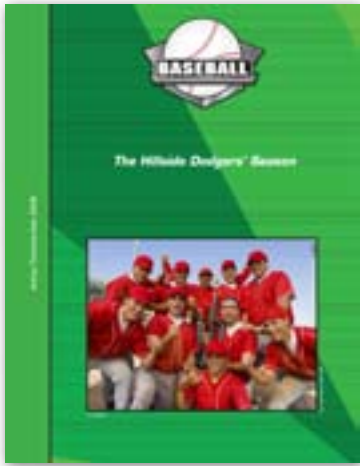
SharedBook has a unique Web distribution strategy that introduces the sale of product at various points of sale. Customers can purchase a SharedBook 'kit' containing all the tools to make a book online directly from the sponsoring Brand's Web site and retail stores, from SharedBook's own online store (www.store.sharedbook.com), and from a variety of other retailers and e-commerce sites that sell the retail kit. Some of these include:

- Amazon.com
- Target.com
- BJ's Wholesale Club
- Farcountries.com
- Discoverystore.com
- Burlington Coat Factory (Baby Depot)
- Various other specialty retailers, cataloguers, and e-commerce sites

SHAREDBOOK AWARDS

- Custom Publishing Council Bronze Pearl Award 2006
- Finalist, AdWeek Buzz Award 2006
- Silver, W³ Award 2006

Open API: Free the Web



A hospital in Albuquerque offers new parents a Web site to share photos and blog the latest news. A girls' soccer team in Connecticut wins the season finals and wants a permanent record of their winning season. A travel agent in California sets up vacations of a lifetime and wants to reward his regular customers with something more personal than just a lei and a smile. There are blogs, and photo sharing sites, and tchotchkes galore, but what these people want is a truly personal way to tell their stories. They want SharedBook.

SharedBook has established a memory building platform. Personal memories are built from all kinds of information such as narratives, comments, notes, photos, maps and charts, and they come from everyone that shares in the experience. SharedBook's on demand platform can handle them all and is smart enough to categorize each piece of information in ways that make the best sense for sharing and saving. The platform has grown and been strengthened through four years of launching sites and book-building spaces for topics as diverse as babies, travel, sports, entertainment events, cruises, family reunions and other life events.

The first generation of the SharedBook platform asked users to enter every bit of information into the SharedBook system, even if that information already existed elsewhere on the Web. The next step in the evolution of the platform has been to integrate the data stored on sites outside the SharedBook system into the SharedBook data modeling platform. With the launch and subsequent success of the Legacy.com project in 2006 and a number of other data integration projects in the works today, the benefit of offering users data in usable, memorable formats has become very clear.





The Web, as we all know, is huge. There's no way one company could build individual doorways to each and every site that contains personal data. So, in order to provide a way for every hospital, sports team and travel agent to offer their customers a way to create personal records, SharedBook is publishing a suite of APIs for the public. This means that no matter what people are passionate about, their passions can be preserved forever in a SharedBook product. The hospital in Albuquerque can have its Webmaster feed photos and blog stories right into a SharedBook FlipBook, ready for mom and dad to e-mail to the whole family. A sports photography company can offer the soccer team in Connecticut a Season YearBook and the players and their fans can all contribute. And the travel agent can put the happy vacationers on the cover of a travel MemoryBook filled with the personal itinerary and photos from paradise that will live on the travelers' coffee tables for years to come. Thanks to the SharedBook API framework, the content on any site can escape the confines of the Web and live in the real world as a physical product.

SharedBook Memories



by: Mark Krentzman

The SharedBook Management Team 2006, with some mascots.



by: Ben Rubiniélt

Antonella at work at the AYSO National Tournament 2006



by: Dave Brown

Mor and Bridget at an off-site



by: Rebecca Boston

The team in New York



by: Lisa, 1/15/2006

So. Many. Books.

RUN ENGLAND

My Guide Book to
New England Running



**BOSTON
POPS**

120th Anniversary
Scrapbook

The Williamson Family Picnic 2005





by: Alec Pollak

Ben and Lisa at AYSO Las Vegas



by: Alec Pollak

Christmas 2004, with Xerox



by: Emily Henderson

Rebecca's lunchtime with the King



© Alec Pollak

Paul and Shouvik on one of their many caffeine breaks



© 2006 Alec Pollak

The team in Israel



© 2006 Alec Pollak

Boston Pops 2005



by: Alec Pollak

Mark and Caroline at the Holiday Party 2006



by: Rebecca Boston

Launching the Little League® MemoryBook

Life on The Street

When we tell people “We’re on Wall Street” they give us the strangest looks. And, why shouldn’t they?

After all, where’s the last place you’d expect to find an Internet technology company?

But here we are, with the Bulls, and Bears, and Tourists — our building is literally across the street from the New York Stock Exchange! It’s different down here, but we’ve adapted. And, truth be told, we still have fun...



SharedBook Inc
14 Wall St, 27th Floor
New York, NY 10005
646-442-8840

www.sharedbook.com

Notes





