

CONNECTING ALL HUMANKIND TO THE INTERNET IN OUR LIFETIME

Every Phone  
Can Be a *Smart*  
Phone!

SARACONNECTS

WHAT WOULD YOU LIKE TO *HEAR* TODAY?

# Artificial Intelligence to Connect All 7 Billion of Us

Meet **SARA™**, your **SMART AUDIO RECOGNITION AGENT** and the only mobile web browser accessed via simple voice call or text and compatible with every telephone on earth. With **SARA** anybody with a phone can connect to the Internet and their own personalized audio content from anyplace voice service is present. Anywhere on Earth.

**SARA** is an intelligent agent and your personal guide to **Interactive Radio**. **SARA** is a learning, piracy-proof, cloud-based, web-by-phone browser optimized for **audio, a twelve-button touchtone keypad, and voice control**. Protected by two US patents.

**SARA** enables **immediate and frictionless access to Information** for every human on the planet using technology they already possess and understand. **SARA** is interactive, personalized, on-demand, learning. With six billion telephones in circulation around the globe, the platform is instantly as pervasive as terrestrial radio.

**SARA** is device and infrastructure agnostic. Access requires no mobile broadband, no data plan, no display, no local data storage or processor – no new device. **SARA** delivers a rich smartphone-like experience to any phone wireless or wired.



ANY PHONE



ANYWHERE



ANYONE

Personalization resides in the cloud. Indeed, **SARA** is the *smart cloud*. She continually learns, refines selections, logs every click and moment of any interaction. She is location-aware and offers information based upon a listener's demographics, tastes or location. With **SARA**, any phone is a smart web tool.

Every wireless telephone is a two way radio, and **SARA**'s artificial intelligence transforms any phone into an Interactive Radio. Explains CEO Robert Szybel, "Interactive Radio allows any person of any educational background living in any geography to readily access the content they desire, at that moment, using whatever device they have available to them. In devising **SARA** we've removed all barriers of technology and infrastructure by creating an interface to audio and web that can be delivered to the ubiquitous telephone of any technology – no matter the nature of the connection – anywhere on earth." **SARA** is an intelligent cloud-based interface specifically optimized for these devices using voice, audio and standard telephone keypad.



## Developed World: Audio

**SARA** instantly transforms any telephone into a smart, personalized interactive radio. Access requires only a dialed telephone call or text. No apps, no data plan, no gigs, no restrictions or hurdles to trial. Reach new audiences with premium content: books, music, radio, comedy, sport, television, print media. **SARA** is the AM to mobile apps' FM.



## Developing World: Connectivity

**SARA** is designed for rapid deployment to connect the world's unconnected billions rapidly with devices they already possess – in months, not decades - and for a fraction of the ultimate cost of deploying broadband, computer-centric alternatives and the billions of compatible devices required to access.

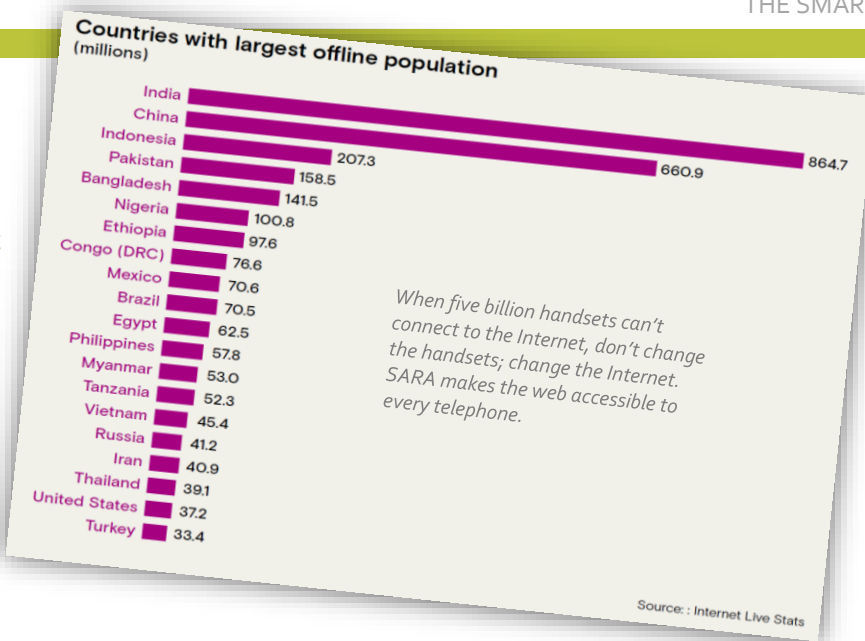
# Emerging World

## Connecting the Unconnected to the Internet

Mankind's first massively successful wireless information service was and still is terrestrial radio. Today radio remains a primary information source more pervasive than the Internet, television or computers. The only mobile technology more ubiquitous among our planet's inhabitants is...the telephone.

The mobile telephone is a two-way radio. It transmits as well as receives, which makes it an interactive device, which terrestrial radio is not. Interactivity makes the telephone a feasible candidate for an Internet interface that is familiar, friendly, yet device and infrastructure agnostic – like radio.

The only thing necessary is the appropriate intelligent agent interface that acts as audio web browser and personalized guide to the aural web. Such an interface requires only the touchtone keypad and human voice; a display-free Internet is not only as familiar as terrestrial radio; it is optimized for the vision-impaired and does not discriminate against the illiterate. The SARA universal browser brings the Internet to all phones and offers complete personalization and navigation.



*When five billion handsets can't connect to the Internet, don't change the handsets; change the Internet. SARA makes the web accessible to every telephone.*

Much web content is audio-friendly; all that is required is a tele-centric browser capable of filtering, translating, serving such content. The cloud provides the processing power, storage and personalization so that all one requires to enjoy SARA is a basic handset.

The technology of Sara is designed to instantly transform any telephone into a smart, personalized interactive tool. Access requires only a dialed telephone call or text. SARA enables content discovery, remote learning, and dissemination of public service and health information, and platform for commercial transactions.

### WHY SARA? WEB ACCESS FOR ALL

- No waiting –uses current infrastructure
- Any device – nothing new to buy
- No data plan or broadband required
- Literacy optional – audio, voice & touch
- Qwerty not required
- Display not required
- Familiar user experience
- Personalized news, education & infotainment

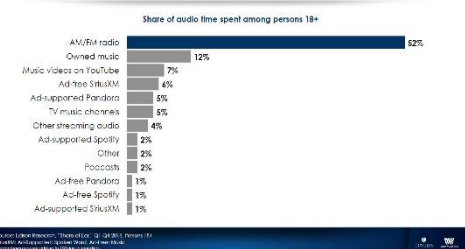
# Developed World

## Personalized Interactive Radio On Demand

More than 100 years after its invention, Radio remains massively popular because of fundamental factors that any audio provider would be wise to emulate.

Smartphone apps miss the mark on most of these points. Doesn't it make sense for mobile audio to model itself after these best features of radio, rather than compete against video, email, texting, games and social media combined? Wouldn't the most logical platform to target mobile consumer audio be the one optimized for audio, with a device penetration that rivals radio and requires no learning curve to adoption and use? This truly level playing field for competition exists and it is called voice telephony.

### Reality: AM/FM radio is the centerpiece of audio



*The proliferation of smartphones has not altered the current landscape for mobile audio consumption in North America. Cost and convenience two primary reasons.*

### PROTECTED BY TWO US PATENTS

Technology underlying SARA is taught in two patents issued by the USPTO for a smart audio content distribution system for telephony

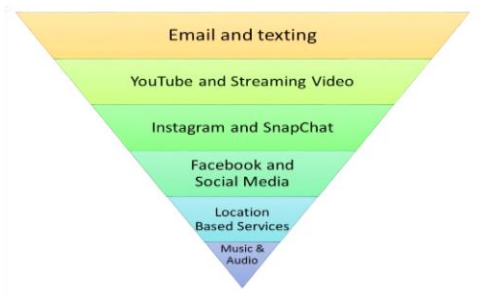
7,567,846  
8,214,067

### SARA EMULATES RADIO FEATURES

1. Pervasive
2. Easy
3. Familiar
4. Friendly
5. Instantaneous
6. Standardized
7. New device not required
8. Passive listener friendly
9. No downloads
10. Piracy-proof

With SARA listeners do not require an expensive data plan, nor are precious gigs burned in listening to content. Frugal smartphone subscribers can preserve their data yet massively consume mobile audio.

## WHAT DISTINGUISHES SARA



## Mobile Data User's Hierarchy of Needs

Unlike smartphone-centric audio streaming services, SARA does not consume data, allowing listeners to conserve their gigs for higher-priority apps while enjoying personalized mobile audio on demand.



## Instantaneous Accessibility

The world's focus on mobile broadband build-out does not address the current population's inability to connect. SARA's primary design feature is instant access for all.

## FAST FACTS 2017 (SOURCE: INTERNET.ORG, SARA)

94%

Penetration of 2G Wireless Technology Worldwide

43%

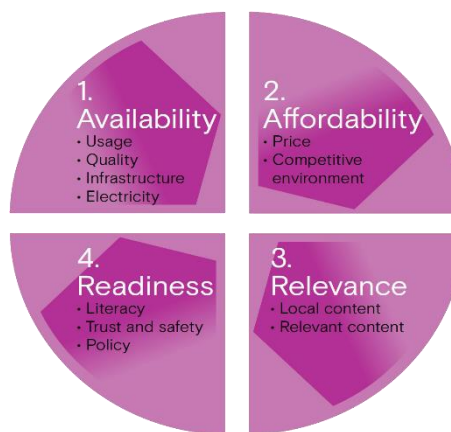
Penetration of 4G LTE Technology Worldwide

100%

Device compatibility with SARACONNECTS Worldwide

45%

Unique Smartphone Subscribers Worldwide



*SARA satisfies all the criteria required for instant deployment of an inclusive Internet as defined by The Economist Intelligence Unit and Facebook's Internet.org.*

## SARA is the Smart Cloud

AI Unleashes Disruptive Opportunity in Emerging and Developed Markets

## SARA IS MOBILE AUDIO DISRUPTION

- EVERY PHONE A smart phone. No data plan, No broadband required.
- Compatible with all devices & Infrastructure
- A phone call or text connects to SARA
- Affordable access to mobile services
- Double-to-triple the size of your current mobile audience
- Your audio content on a dedicated to-audio platform
- Personalized and On-demand
- Piracy-proof

*Interactive radio* requires not smartphones, but a **smart cloud**. Instead of wireless apps that rely on costly devices for browsing, memory and personalization, the *smart cloud* - accessed by *voice call* - delivers that same functionality to *all* phones. Radio and audio do not require a visual interface; neither does the smart cloud. Conventional mobile broadband apps demand local memory and a visual interface; SARA delivers content through an intelligent audio-centric interface over voice-optimized networks compatible with the entire install base of telephony worldwide. Content is stored in and remains in the cloud – no local memory needed.

SARA is the smart cloud; the wireless web in the form of a radically new user interface native to the phone, a cloud-based content distribution system fronted by a first-of-its-kind tele-centric web browser, delivering advanced smartphone functionality to even the most basic devices using a friendly interface that is universal, uniform and immediately familiar.

The tele-centric web browser/player resides in the cloud, not on the phone; voice and touchtone commands permit each caller complete control over their listening experience. The intelligent system monitors and transmits personalized programming for each individual caller, tracks and learns from all navigation and interaction patterns to better serve desirable content and advertising.

Listeners can navigate, chose playlists, customize the interface and content; change venues quickly, repeat segments of interest. With every interaction the service learns more about individual (and community) tastes and preferences, improving responsiveness, better selecting content and better targeting ads. Bookmarks are set automatically, so returning callers can be warmly greeted with suitable content even if they have never registered.

**Interactivity makes every telephone a point-of-purchase, a one-to-one marketing and sales channel** (e-commerce/ telesales function built-in). SARA repurposes basic wireless telephony and voice as a new medium for delivery of audio and web, and a new platform for personalized advertising and services. She is even location aware. Terrestrial radio is none of these things.

Rapid deployment without regard for the receiving device; advanced psychoacoustics to deliver radio quality audio via conventional telephony; learning agents, data warehousing and data mining systems to facilitate complete control and personalization for each listener regardless their registration status. The *smart cloud* transforms and defines *wireless audio infotainment* for this century.

# Revenue Opportunities

SARA supports a variety of innovative revenue and royalty licensing models

## Advertising and Sponsors

SARA emulates the best aspects of radio, like cost of access. SARA can serve interactive ads at regular intervals. SARA's relationship to the listener is one-to-one; as she learns, accuracy in serving actionable ads enhances. Three forms of advertising are available: **Pinpoint ads** are targeted based upon her accumulated knowledge of the listener; **Contextual ads** are relevant to current content; **Location-aware ads** are relevant to the listener's current location and known home-base location.

## Subscription

SARA supports subscriptions, allowing content owners to reach a much deeper segment of the market that previously might have been willing to pay for content but unable to sustain a monthly device data plan premium as well in order to gain access.

## Pay-per-Use

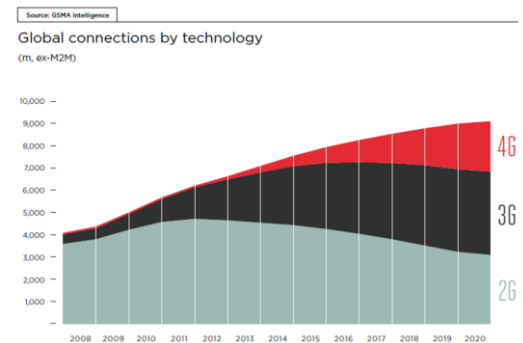
SARA allows for consumption billing to credit card or phone bill. She unleashes the ability to apply micro-compensation to content owners linked to listener consumption. This model of revenue and royalty payout creates new possibilities for audiobooks, comedy albums, syndicated radio, TV and sports.

## Sales

Interactivity underlies all content and advertising. Interactivity enables the purchase transaction for content, advertised products and services. SARA participates in all advertiser interactions and transactions.

## Research and Data

SARA collects a torrent of live user behavioral data for mining by advertisers, content owners, carriers and manufacturers. The platform is ideal for market research, polls and surveys as well as measurement of new music and content acceptance.



## Gigantic Opportunity Persists

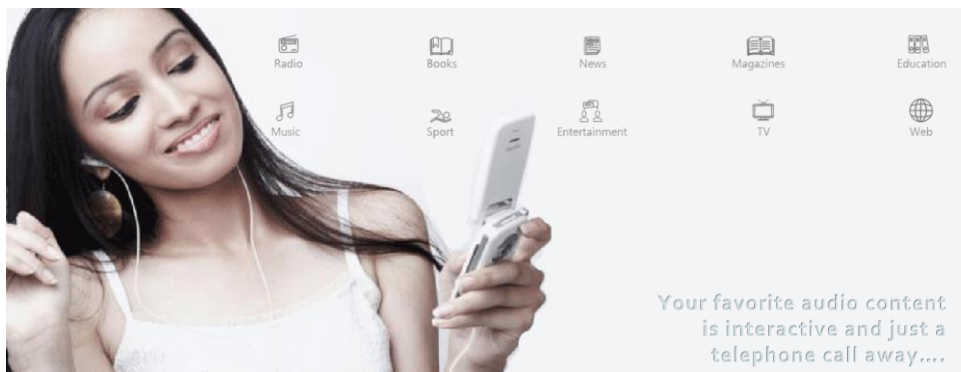
Efforts underway to deploy mobile broadband service to the ends-of-the-earth will not eradicate the connectivity problem in our lifetime. It is imperative for our world that we close this data and information gap now using current technology to connect emerging markets, the poor and illiterate. The capability exists. Let's build it. This may be the very first radio or Internet available for countless millions in remote regions across the globe.

### LISTENER DEVICE REQUIREMENTS

- Microphone
- Speaker or headset
- Touchtone keypad. QWERTY not needed.
- Voice connection. Data plan not required
- Local memory and storage not required
- Local processor not required
- Display not required

### SERVICE BENEFICIARIES

- Advertisers and Providers
- Retail and Fulfillment
- Content Creators
- Content Owners
- Content Platforms
- Wireless Carriers
- Listeners



## What Would You Like To *Hear* Today?

Interactive radio and Internet to any telephone. Your content on your terms. Personalization and storage resides in the cloud. It's just a phone call or text away!



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## Connect the World in *Our* lifetime.

Let's be the first to solve the Internet accessibility crisis by reinventing the browser and the cloud for telephony!